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RECD 28 OCT 2004
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I, the undersigned, being an officer duly authorised in accordance with Section 74(1) and (4) of the Deregulation & Contracting Out Act 1994, to sign and issue certificates on behalf of the Comptroller-General, hereby certify that annexed hereto is a true copy of the documents as originally filed in connection with the patent application identified therein.

In accordance with the Patents (Companies Re-registration) Rules 1982, if a company named in this certificate and any accompanying documents has re-registered under the Companies Act 1980 with the same name as that with which it was registered immediately before re-registration save for the substitution as, or inclusion as, the last part of the name of the words "public limited company" or their equivalents in Welsh, references to the name of the company in this certificate and any accompanying documents shall be treated as references to the name with which it is so re-registered.

In accordance with the rules, the words "public limited company" may be replaced by p.l.c., plc, P.L.C. or PLC.

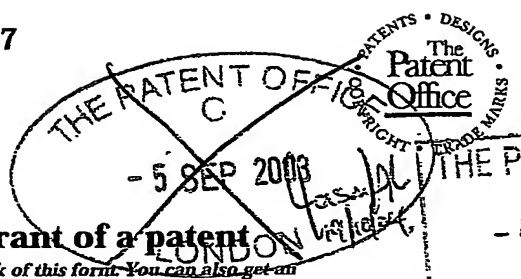
Re-registration under the Companies Act does not constitute a new legal entity but merely subjects the company to certain additional company law rules.

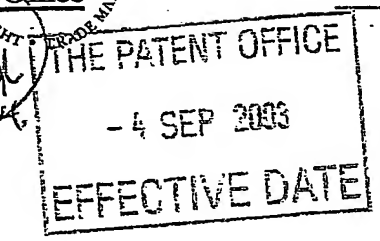
Signed

Dated 19 October 2004

Patents Form 1/77

Patents Act 1977
(Rule 16)





05SEP03 E835184-1 D02718
P01/7700 0.00-0320775.0

Request for grant of a patent

(See the notes on the back of this form. You can also get an explanatory leaflet from the Patent Office to help you fill in this form)

The Patent Office

Cardiff Road
Newport
South Wales
NP10 8QQ

1. Your reference — SSA/AH/P11134GB — 5 SEP 2003

2. Patent application number *(The Patent Office will fill in this part)* — 0320775.0

3. Full name, address and postcode of the or of each applicant *(underline all surnames)*

Duncan Hugh Barclay
20, rue de Grenelle
75007 Paris
France

Patents ADP number *(if you know it)*

If the applicant is a corporate body, give the country/state of its incorporation — 8707598001

4. Title of the invention — Improvements Relating to Cross-Media Management Systems

5. Name of your agent *(if you have one)* — David Keltie Associates

"Address for service" in the United Kingdom to which all correspondence should be sent *(including the postcode)*

Fleet Place House
2 Fleet Place
London EC4M 7ET
United Kingdom

Patents ADP number *(if you know it)* — 04014502006

6. If you are declaring priority from one or more earlier patent applications, give the country and the date of filing of the or of each of these earlier applications and *(if you know it)* the or each application number

Country	Priority application number *(if you know it)*	Date of filing *(day / month / year)*

7. If this application is divided or otherwise derived from an earlier UK application, give the number and the filing date of the earlier application

Number of earlier application	Date of filing *(day / month / year)*

8. Is a statement of inventorship and of right to grant of a patent required in support of this request? *(Answer 'Yes' if:*

a) any applicant named in part 3 is not an inventor, or
b) there is an inventor who is not named as an applicant, or
c) any named applicant is a corporate body.
See note (d))

No

9. Enter the number of sheets for any of the following items you are filing with this form. Do not count copies of the same document

Continuation sheets of this form	
Description	44
Claim(s)	0
Abstract	0
Drawing(s)	0

10. If you are also filing any of the following, state how many against each item.

Priority documents	
Translations of priority documents	
Statement of inventorship and right to grant of a patent *(Patents Form 7/77)*	
Request for preliminary examination and search *(Patents Form 9/77)*	
Request for substantive examination *(Patents Form 10/77)*	
Any other documents *(please specify)*	

11. I/We request the grant of a patent on the basis of this application.

Signature David Keltie Associates Date 4/9/03

David Keltie Associates

12. Name and daytime telephone number of person to contact in the United Kingdom

Anna Hamadyk
020 7329 8888

Warning

After an application for a patent has been filed, the Comptroller of the Patent Office will consider whether publication or communication of the invention should be prohibited or restricted under Section 22 of the Patents Act 1977. You will be informed if it is necessary to prohibit or restrict your invention in this way. Furthermore, if you live in the United Kingdom, Section 23 of the Patents Act 1977 stops you from applying for a patent abroad without first getting written permission from the Patent Office unless an application has been filed at least 6 weeks beforehand in the United Kingdom for a patent for the same invention and either no direction prohibiting publication or communication has been given, or any such direction has been revoked.

Notes

a) If you need help to fill in this form or you have any questions, please contact the Patent Office on 08459 500505.

b) Write your answers in capital letters using black ink or you may type them.

c) If there is not enough space for all the relevant details on any part of this form, please continue on a separate sheet of paper and write "see continuation sheet" in the relevant part(s). Any continuation sheet should be attached to this form.

d) If you have answered 'Yes' Patents Form 7/77 will need to be filed.

e) Once you have filled in the form you must remember to sign and date it.

f) For details of the fee and ways to pay please contact the Patent Office.

IMPROVEMENTS RELATING TO CROSS-MEDIA MANAGEMENT SYSTEMS

The present invention relates to a system for cross-media management. It relates particularly, although not exclusively, to a cross-media management system suitable for use in newsroom management referred to hereinafter as "Control Tower".

Introduction: Identifying a need

Newsrooms have become increasingly complex over the past twenty years. In response to changing market conditions and the advent of what some call the "Information Age", many of today's media organisations are implementing "convergence" strategies. That is, news organisations are "converging" previously distinct news operations and delivering multimedia news "packages" to audiences through a variety of distribution platforms: web, radio, TV, print, wireless.

Advocates of this new multimedia "information" age argue that the synergies of convergence lead to better ways of serving the public interest, greater financial returns for individual media organisations, and innovative new ways of telling stories.

The potential is certainly there. However, the challenge is avoiding chaos while implementing rapid changes to newsroom workflows and culture.

EPN's Control Tower system assumes that media-independent workflow management is becoming increasingly necessary as many media organisations adopt a convergence strategy and begin the process of becoming what the 2002 Mudia Study[1] calls an "Information Engine" – that is, a media organisation developing stories across multiple media platforms.

Control Tower fills a gap during the pre-production period for the planning of multimedia content elaboration and distribution. No other production or planning system exists which incorporates online collaboration, unique assignment management features, contact databases, in a unique media-independent platform. Control Tower is the only true newsroom management system that manages the flow of information independent of the final medium chosen for diffusion.

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[1] Aquino, R., Bierhoff, J., Orchard, T., Stone, M. (2002). *The European Multimedia Landscape.* Heerlen. Mudia.

That's because Control Tower provides a "media neutral" platform that allows editors to plan and build stories in any content format. Unlike other systems where finished products (whether a film segment, photo, or text stories) need to be managed directly into the system, Control Tower tracks/uploads the finished file, supporting any type of file extension (upload time varies according to file size). In this way, Control Tower serves its role as an overall tracking and planning device.

This new approach provides a much need solution for an industry trying to support multiple media formats. Working with tools designed to support specific media format, the news industry will be unable to support the various cultural changes prompted by convergence.

Control Tower: Functionality

General Overview

Control Tower is a step above traditional production systems; where production systems prepare the final product for publishing, Control Tower focuses on content elaboration and story development.

The system:

- Improves collaboration between different newsroom teams
- Facilitates and coordinates cross-media publishing efforts
- Speeds up newsroom efficiency by centralising essential information

Control Tower has been designed to mirror the traditional editorial process: gathering and organising story ideas, assigning stories to appropriate journalists, and tracking deadlines.

The centralisation of information, such as editorial contacts/new sources and personnel information, avoids duplication of data entry and allows the newsroom to generate powerful knowledge assets useful in creating future assignments. Constant, automatic monitoring of newsroom activity provides updates on story progress; personnel activity overviews provide editors with the information they need to make informed editorial decisions about story assignment.

Editorial managers and staff plan and monitor content creation and distribution across a number of different media outlets, programs and editions. Control Tower's truly unique cross media viewpoint eases the transition into expanded multimedia operations and manages the flow of information in a way that traditional systems cannot.

Control Tower's "Client Administration" allows an administrator to tailor the Control Tower application to suit specific organisational requirements. Functionalities that can be tailored include: the naming and creation of programming and editions, newsroom department structures, auto-archiving, time zone among many others.

The system provides the necessary tracking and centralisation of information to improve editorial decision-making in the newsroom.

The Control Tower is designed to help newsroom editors and journalists efficiently handle most planning and information sharing requirements associated with the production of editorial material while exercising better news judgement. The system helps them:

- to develop their ability to create enticing multimedia story packages
- to provide them with centralized and easily accessible information on all ongoing and planned news coverage efforts for all staff
- to enable the newsroom to create efficiencies under the growing demands of multimedia newsrooms

Based on the idea that innovations should work with the instincts of the newsroom, Control Tower places editorial planning and information management at the centre of new multimedia newsrooms.

The next few sections explore the specific modules of Control Tower.

General Site Overview:

The three main parts of the Control Tower site are the My Conferences, My Assignments, and My Planners area, located on the left hand site of the navigation bar.

My Conferences

The conference area of the area is an online collaborative tool where editors gather story ideas and angles from their journalists. An editor enters a slug for a news or feature story, and journalists will add angles and ideas.

Here, an editor sets the day's editorial agenda, schedules ahead for planned event coverage, and invites submissions from department journalists.

Planners

The Planners feature provides three different overviews of newsroom activity to make story management and distribution simpler: cross media, assignments, and people.

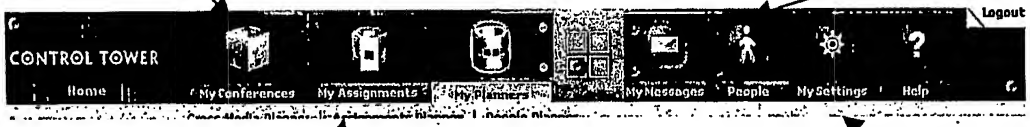
Each planner automatically updates assignments depending on the actions taken by individual users. A colour code for icons on the planners provides a visual representation of assignment status.

Note: This is functionality for editors only.

People

"People" affords an at-a-glimpse look at department journalist activity. This section includes all journalists currently working for a particular department, beats and content formats, links to contact details and current assignments underway.

Note: This is functionality for editors only.



My Assignments

The assignments page allows both editors and journalists to track and allocate particular stories. This section serves as both a personal tracking device for assignments currently underway and a general overview on newsroom activity.

My Assignments give users an immediate run down on outstanding assignments, deadlines, formats, etc.

Messages

"Messages" is the system's internal messaging functionality. This system has two distinct advantages: it is classified according to assignments so that editors and journalists can trace correspondence relating to each assignment, and, since the system receives no external e-mails, users do not receive any Spam!

Settings

"My Settings" allows the user to customize the system to his/her personal preferences. Here the user sets the time zone, update his/her personal profile (including address, phone number, etc), and creates beats for journalists (functionality for editors only). The source database – a database of editorial contacts - is also located in this section.

Home Page

The Home Page provides users with an automatic snapshot of all activity that has been occurring in the newsroom since the last time the user logged in. Important information relevant to the user, such as upcoming and current deadlines, new messages and new conferences are available on this page.

Home

EPN Demonstration / Mike Multimedia

Control Tower Home Page
Your update on the newsroom

Search My Department(s)
Go
Advanced Search

Newsroom Update

Users may click on the links for new messages or conferences and be transported directly to view the new information

Since you logged out...

0 New Messages have been received

0 New Conferences have been started in your Department(s)

Work in Progress

Here users are provided with a list of current assignments with an indication of the deadline, status (i.e. Stage of advancement) and department. Users may go directly to the assignment details by clicking on the assignment title.

Work in Progress - All your assignments

Assignment	Deadline	Department	
MIDDLE EAST PEACE PROCESS/ INDEPTH - Political analysis/ stumbling blocks to peace	10/07/2003 11:33	Politics	
MIDDLE EAST PEACE PROCESS/ INDEPTH - A day in the life/ Interviews with Palestinian/ Israeli women	13/07/2003 11:28	Politics	
MIDDLE EAST PEACE PROCESS/ INDEPTH - A day in the life/ Interviews with Palestinian/ Israeli women	13/07/2003 11:29	Politics	In Progress
OIL PAKISTAN / TOTAL (FRANCE)/ CONTRACT - Look at the oil industry/ Has the industry changed?	13/07/2003 11:30	Business	In Progress
OIL PAKISTAN / TOTAL (FRANCE)/ CONTRACT - Look at the oil industry/ Has the industry changed?	15/07/2003 11:31	Business	In Progress
MIDDLE EAST PEACE PROCESS/ INDEPTH - A day in the life/ Interviews with Palestinian/ Israeli women	16/07/2003 11:27	Politics	In Progress

Today's Deadlines - Assignments due today

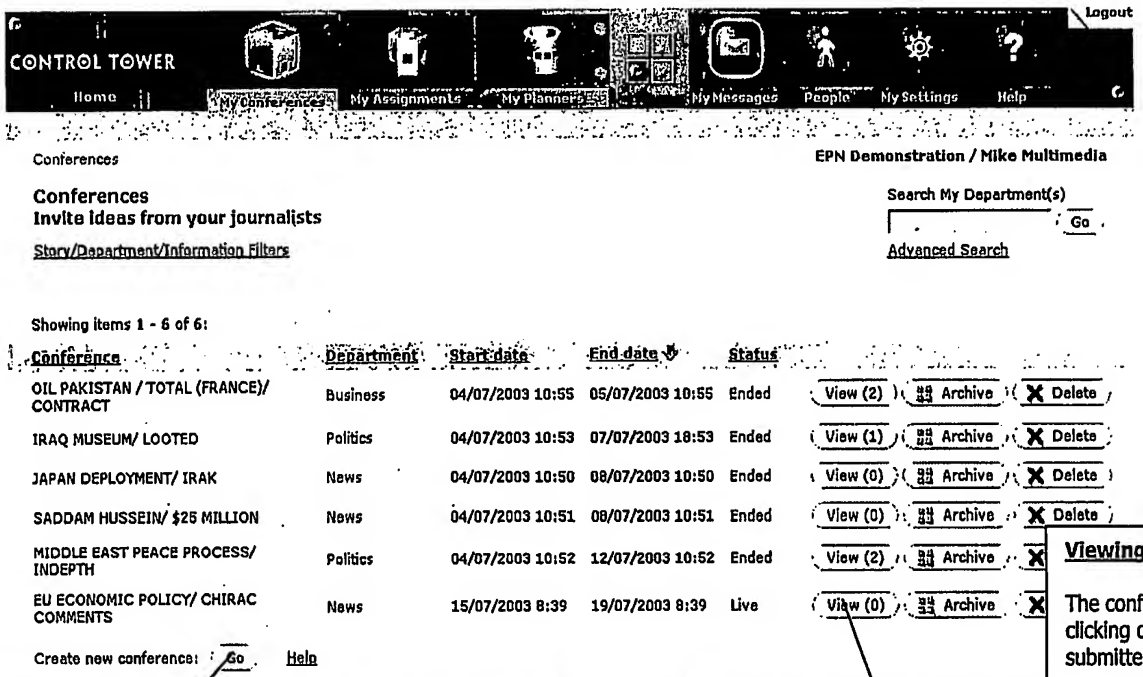
Assignment	Deadline	Department

Today's Deadlines

Here users have a breakdown of their tasks for the current day.

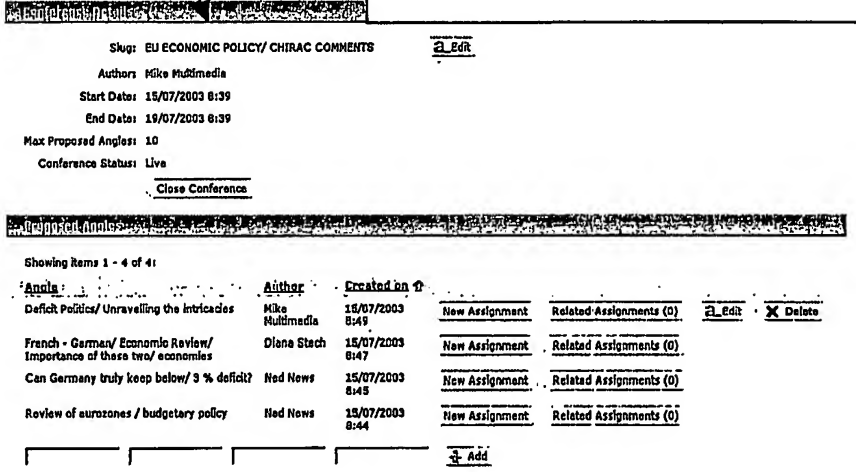
My Conferences

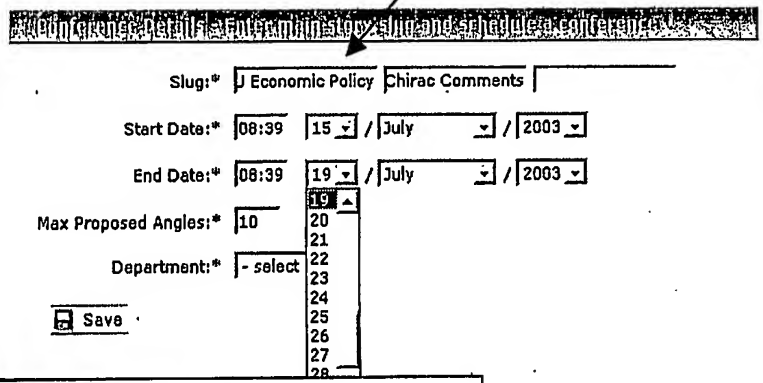
The My Conference area is essentially a story database where every user may suggest ideas for current and upcoming coverage. Here ideas may be transformed into assignments or stored for future use, editors may create department news "diaries"/agendas, and journalists and other editors may view the agenda and submit story ideas for coverage.



Viewing Conferences

The conference appears to other journalists and editors. By clicking on view each user may view angles already submitted for the conference or may submit their own angle.



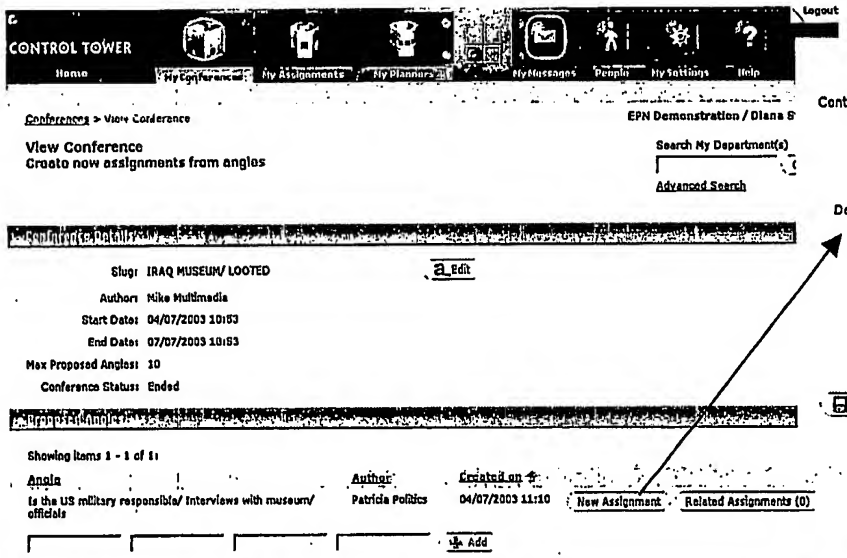


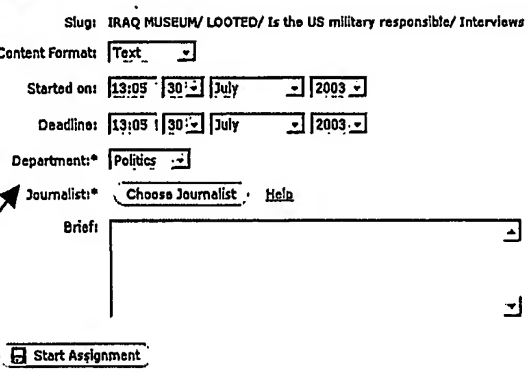
Creating New Conferences

An editor simply clicks the "Create New Conference": Go button to add a new conference to the site

Creating New Assignments

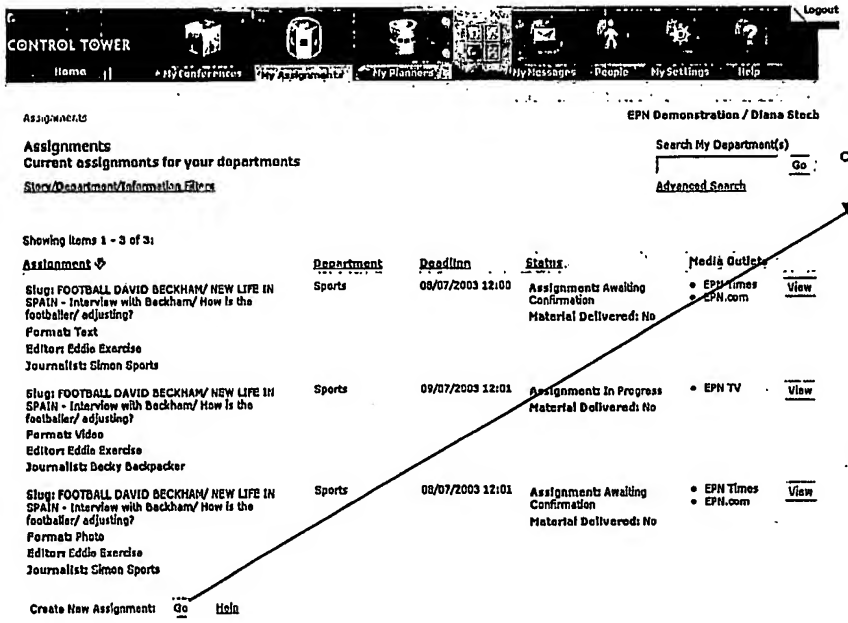
Editors have two ways of creating assignments: directly from proposed story angles (in My Conferences) or from the assignment list page (MY Assignments). When creating assignments from the My Conferences page, the slug and the angle are entered into the assignment form automatically. When creating new assignments from the assignment page, the assignment form is blank and editors must enter in the slug and the angle themselves.

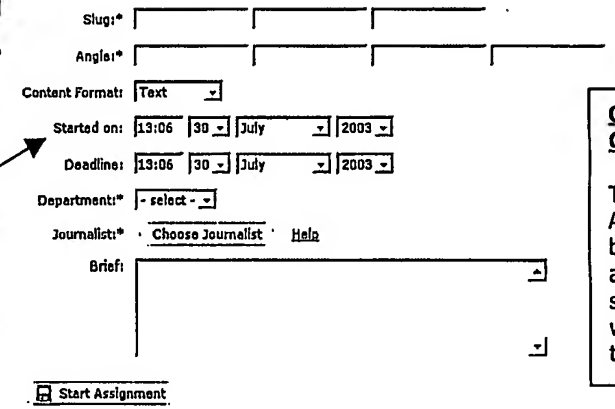




Creating New Assignments from Conferences

The editor clicks on the "New Assignment" button located adjacent to the appropriate proposed story idea. The assignment details template appears on a separate page, which the editor will fill in. Note: The slug and angle are entered by system default when creating new assignments from proposed story ideas.





Creating New Assignments from Conferences

The editor clicks on the "Create New Assignments: GO" button down at the bottom of the MY Assignments page. The assignment details template appears on a separate page, which the editor will fill in with appropriate details. Note: In this case the slug and angle fields are left blank.

Assignment Details Page

Users arrive on the assignment details page by clicking on the icon on the planner, or by clicking on the "View" button on their My Assignments page listing. Here users find in-depth information pertaining to a particular assignment. The brief, assignment related files and research, editorial contacts, messages, and running times are all listed on the assignments details page. Information on this page may be modified by clicking on the "edit" button or by deleting information that is no longer useful.

Assignment Details

Centralises all pertinent information for each assignment

Slug: MIDDLE EAST PEACE PROCESS/ INDEPTH/ A day in the life/ Interviews with Palestinian/ Israeli women [Edit]
Content Format: Text
Started on: 04/07/2003 11:27
Deadline: 16/07/2003 11:27
Editor: Mike Multimedia
Department: Politics
Journalist: Becky Backpacker
Brief: A full length feature article about these women. Focus on the human aspect.
Current Status: In Progress
[Hold]

Media Outlets

Users view and add the programming/edition schedule for the assignment

Media outlets

Media Outlet	Program/Edition	Channel	Start Time	Duration	Date	
EPN.com	Afternoon	WEB	12:00		Sunday 20/Jul/2003	Delete
EPN Times	Sunday Edition	Print	01:00		Sunday 20/Jul/2003	Delete

Messages

All messages sent in the Control Tower system are classified by assignment. Users have direct access to all messages and the option to compose a message related to an assignment directly from the assignment page.

Messaging
Inbox (0 new messages) Sent messages Compose New Message
What's this?

Assignment Related Files

Files can be uploaded into the "Assignment Related Files" area of the assignment details page so that journalists may upload assignment/interview notes, research etc. This function is useful for remote users and may be used to upload the final assignment or useful files relevant to the assignment.
Any file type is supported (upload/download times vary)
Note: files are not uploaded into the CT database but into a file system in a subfolder of the CT application folder

Assignment related files

Description	Name	Owner	Date	Size

Upload file: [Browse...] [Go] What's this? | Problems uploading a file?

Assignment Related Links

Assignment related links allows a user to link to a particular file located anywhere on his/her network. The user clicks on the "browse" button and selects a file. Control Tower preserves the link and other users will be able to access and open this file directly from the Control Tower.

Any file type is supported (upload/download times vary)

Assignment related links

Description	URL	Owner	Date

Link file: [Browse...] [Go] Help

Sources

Users may link assignments to the source database to indicate that an editorial contact provided information for the story.

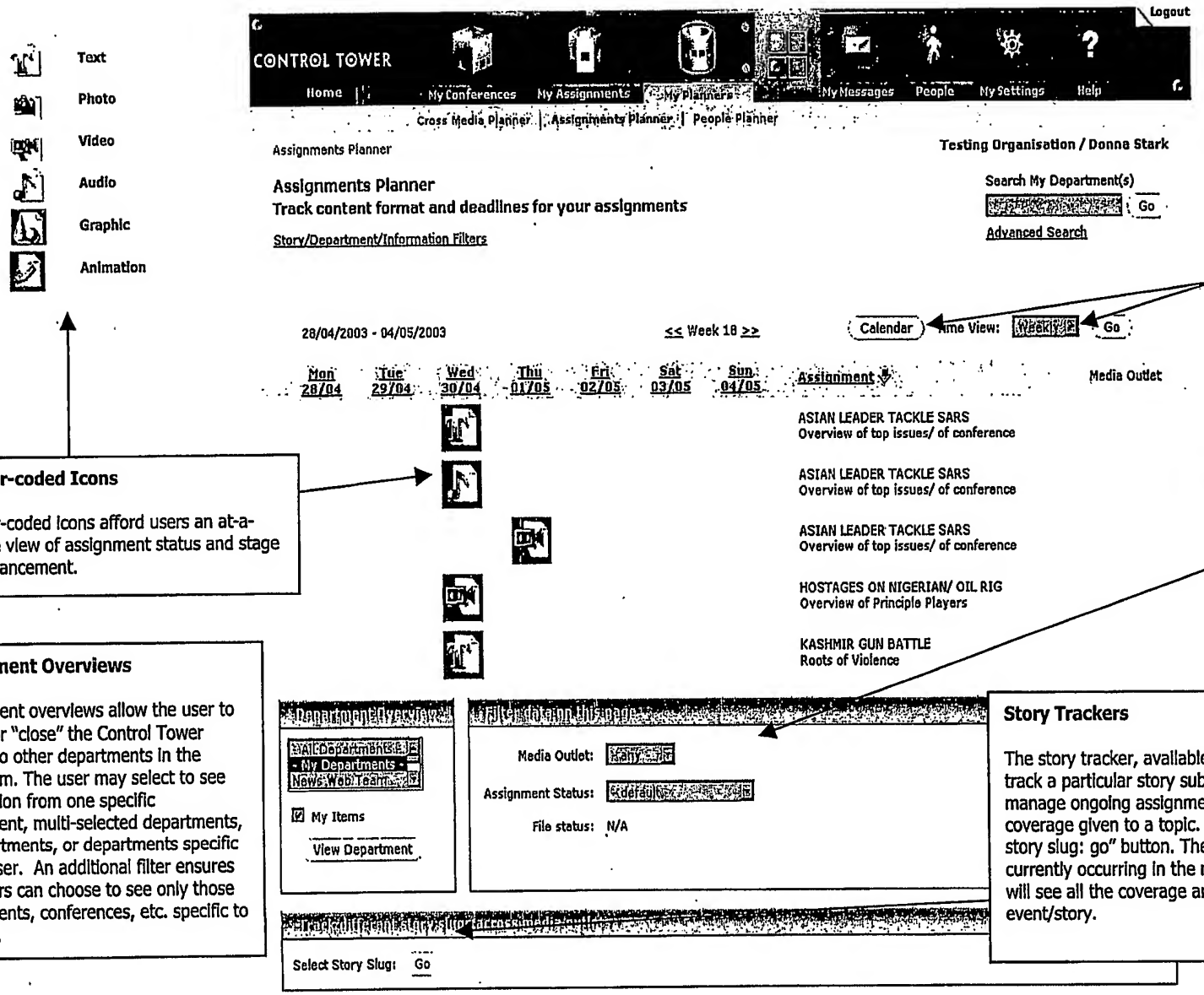
Sources

Source	Contacts	Type	
Name: Hava Kormos Job Title: Israeli Organization: N/a	Phone: E-mail: Address: Country: Israel	Witness	View Delete
Name: Wasfiyeh Suleiman Job Title: Palestinian Organization: N/A	Phone: E-mail: Address: Country: Palestinian Territory, Occupied	Witness	View Delete
Name: Aviva Goldman Job Title: Israeli Organization: N/a	Phone: E-mail: Address: Country: Israel	Witness	View Delete

Planners:

Control Tower planners provide different overviews on newsroom activity to make story management and distribution simpler. These three planning views - cross media planner, assignments planner, and people planner – enable users to discern required information from the system.

Each planner automatically updates assignments depending on the actions taken by individual users (note: journalists may decline an assignment, accept [in which case the assignment is in progress], and indicate that the assignment is "ready"; editors may place an assignment on hold, request additional changes or accept the final copy). A colour code for icons on the planners provides a visual representation of assignment status. Clicking the icons take users to more detailed assignment information.



Colour-coded Icons

Colour-coded icons afford users an at-a-glance view of assignment status and stage of advancement.

Time Views

Users may choose to view all assignments by hour, day, week, month, and year. Control Tower's calendar feature allows users to choose a particular month for viewing.

Information Filters

Allow users to filter information appearing on the page according to personal requirements

Department Overviews

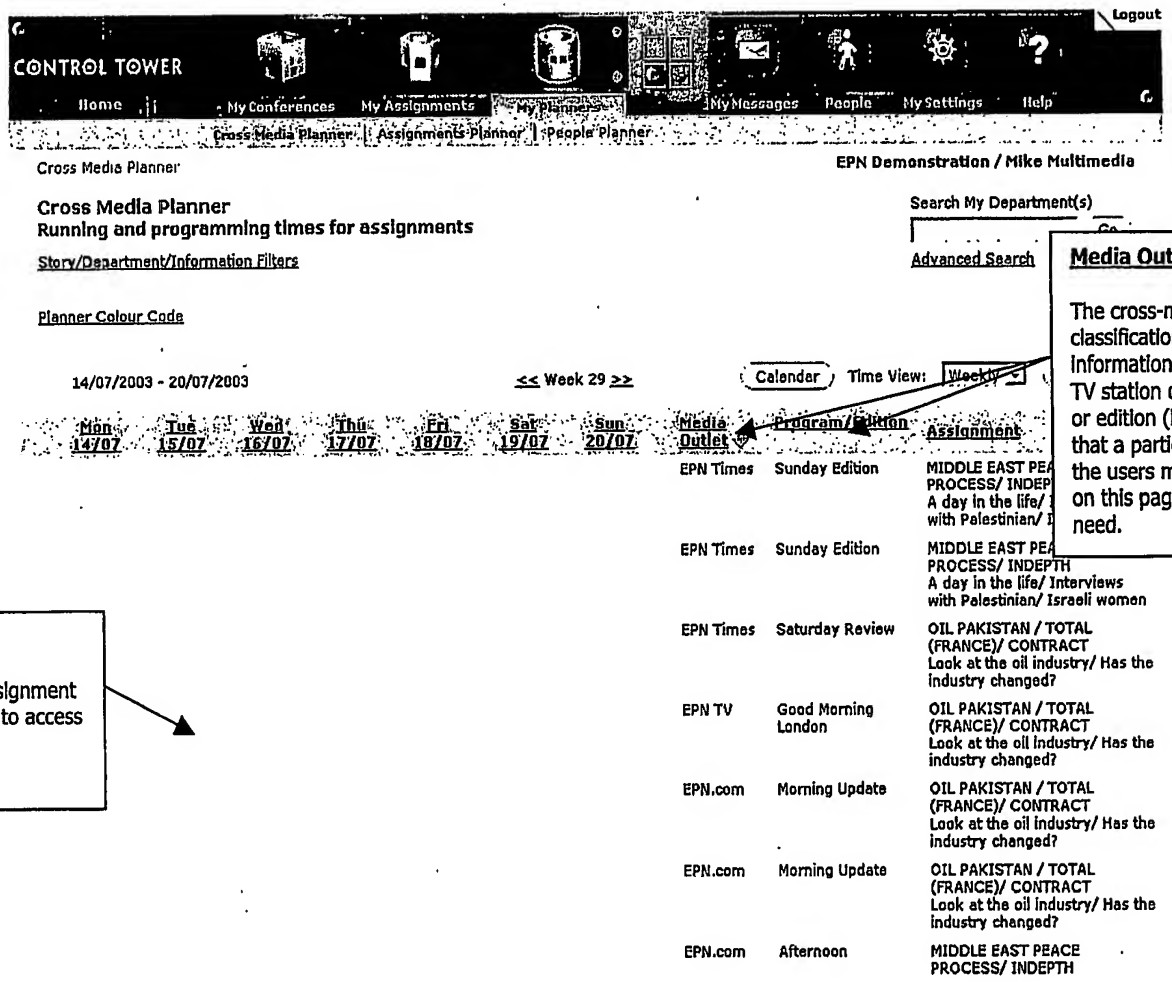
Department overviews allow the user to "open" or "close" the Control Tower system to other departments in the newsroom. The user may select to see information from one specific department, multi-selected departments, all departments, or departments specific to the user. An additional filter ensures that users can choose to see only those assi- nents, conferences, etc. specific to him, ..

Story Trackers

The story tracker, available below the information filters, allows users to track a particular story subject across media outlets and formats either to manage ongoing assignments as one "project" or to evaluate previous coverage given to a topic. To use this feature a user clicks on the "choose story slug: go" button. They are then presented with a list of all "slugs" currently occurring in the newsroom. By choosing one of the slugs the user will see all the coverage and assignments created for that one particular event/story.

Cross Media Planner

The cross media planner tracks broadcast/printing schedules updating programming/edition managers and their production team. Note: files, department overview and story trackers are present on this page but are not shown in this example.



Media Outlet/Program/Edition

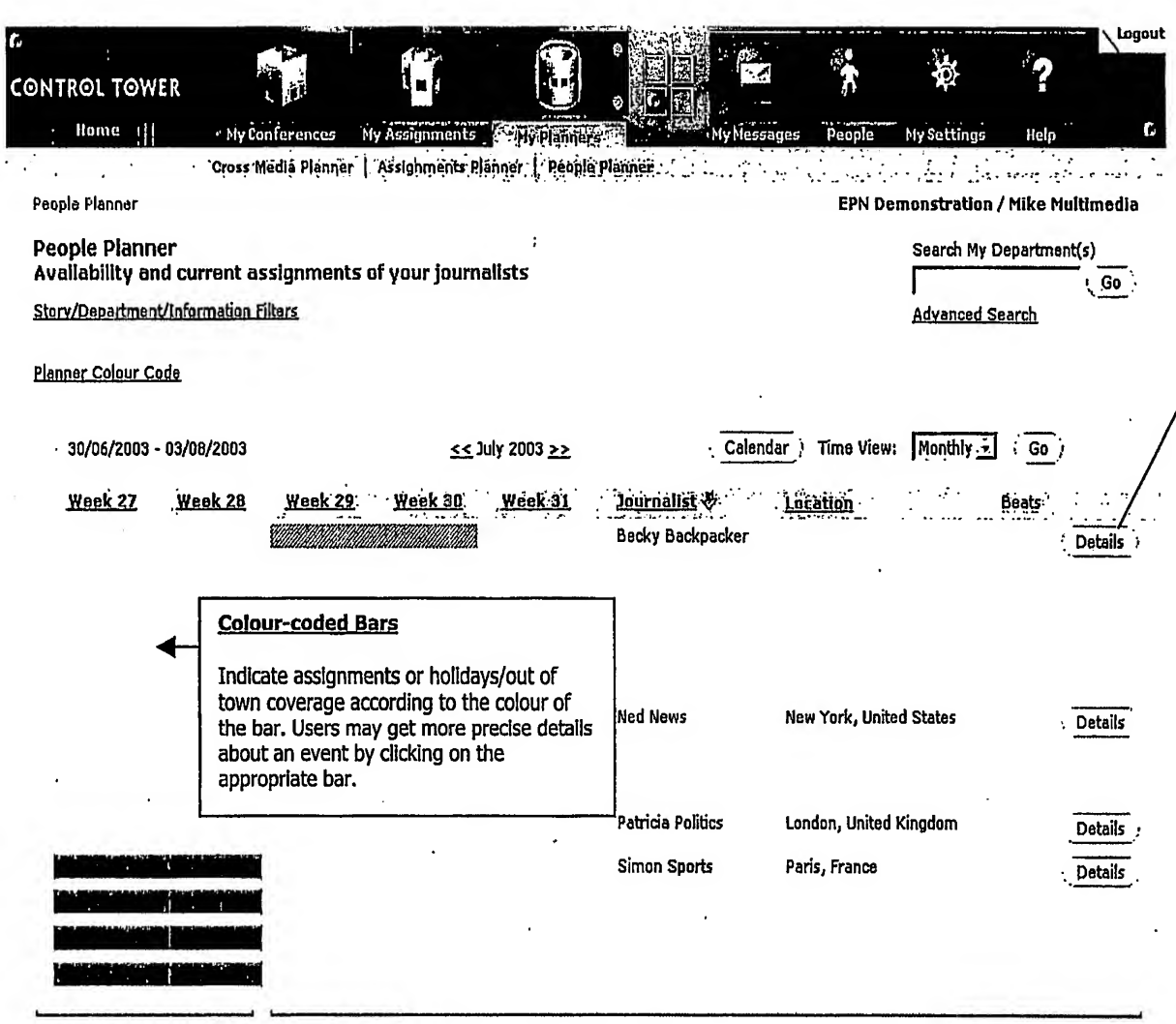
The cross-media planners allow for a classification of programming and edition information by general media outlet (a specific TV station or newspaper) and then by program or edition (i.e. the various programs and editions that a particular media outlet operates) ensuring the users may quickly filter and sort information on this page to hone in quickly on what they need.

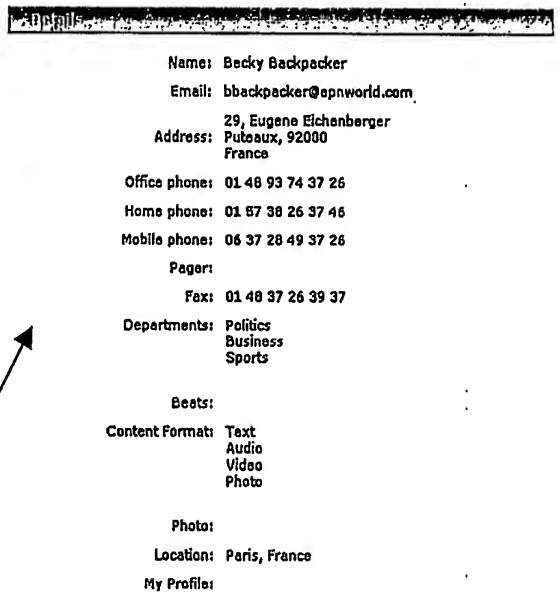
Colour-coded bars

Bars colour-coded according to assignment status. Users may click on the bar to access assignment details.

People Planner

The people planner provides overviews of staff availability and vacation/out of town coverage so that assigning editors have an at-a-glance snapshot of staff activity.





Colour-coded Bars

Indicate assignments or holidays/out of town coverage according to the colour of the bar. Users may get more precise details about an event by clicking on the appropriate bar.

Details

The details button transports users directly to the contact and profile information of the journalist.

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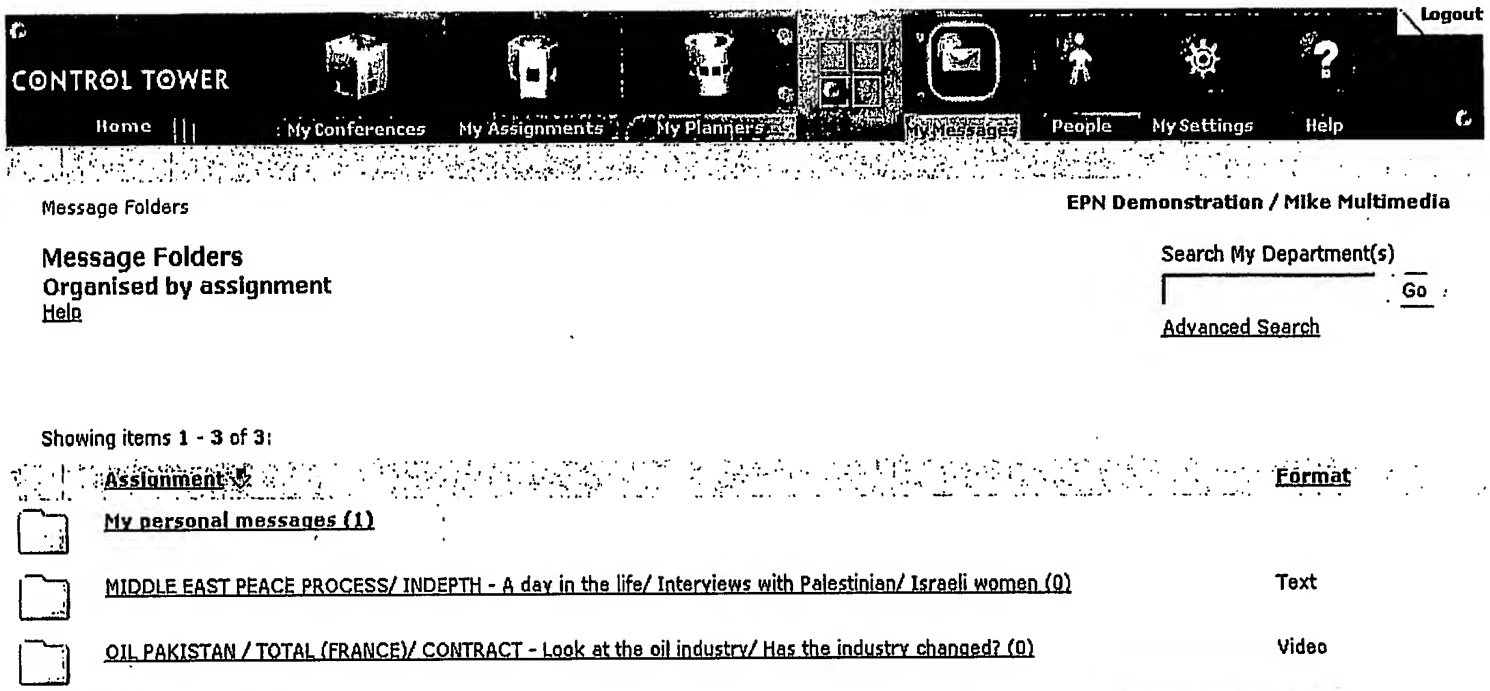
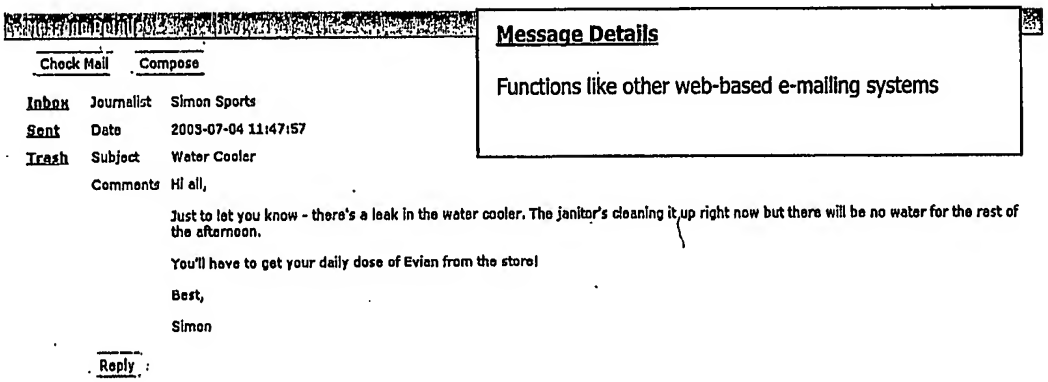
My Messages

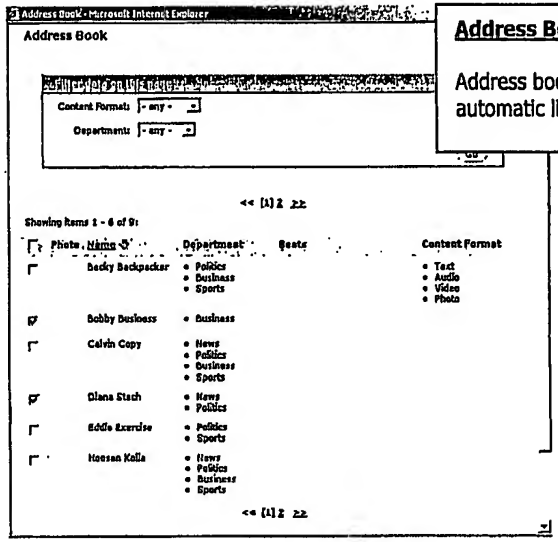
Control Tower's internal e-mailing system enables rapid communication with the entire newsroom by providing instant access to all users in the newsroom. This e-mail system is organised by assignment to keep all relevant information together as it tracks, archives and stores messages related to a particular assignment.





Message Details

Functions like other web-based e-mailing systems

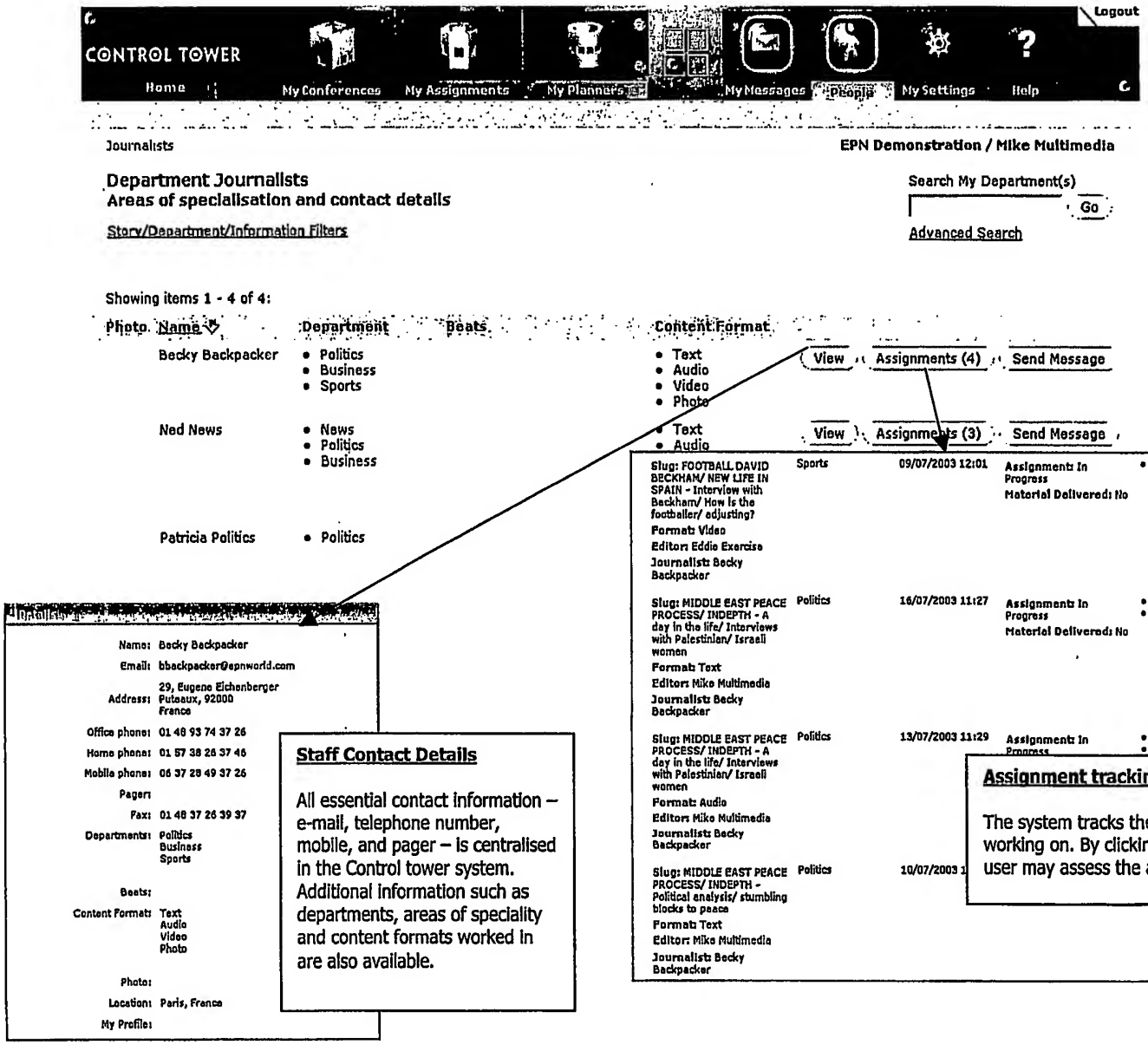


Address Book

Address book contains filters for automatic list creation

Staff Contact/Address Book

Control Tower centralises staff information and has several value-added propositions such as system messaging and viewing current assignments the user is working on.

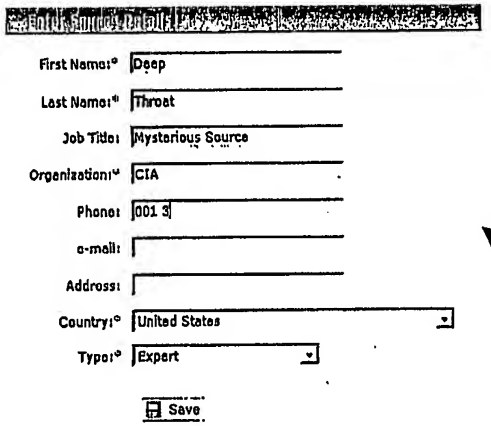


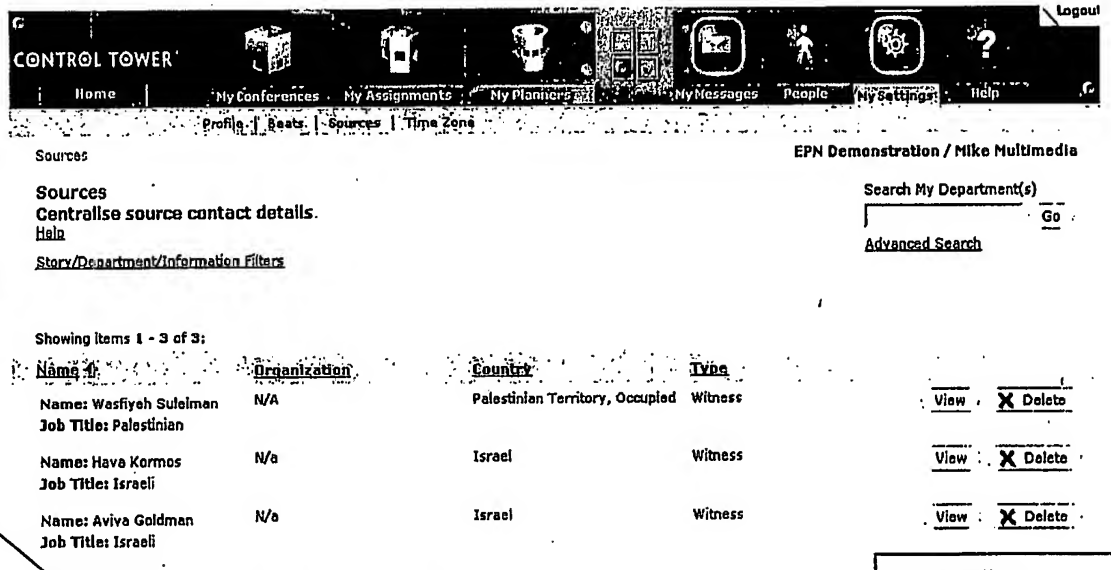
Source Database

The Source Database shares and centralises information about editorial contacts. The source database is integrated with assignment details, listing expertise for each contact and keeping track of who said what for which assignment Note: CT version 4.0 will allow journalists to keep sources private.

Source Details

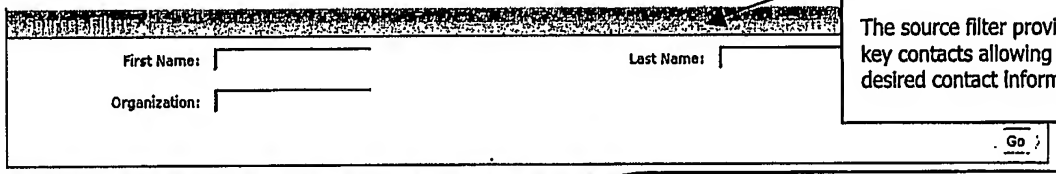
Users enter key information about editorial contacts. Notes and file uploading is available so that journalists may keep track of interview notes and other miscellaneous information.

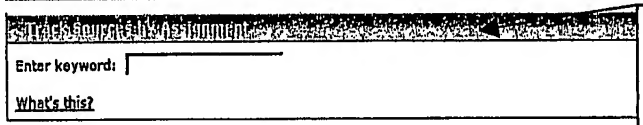




Source Filter

The source filter provides a quick name search for key contacts allowing users to quickly localise desired contact information.



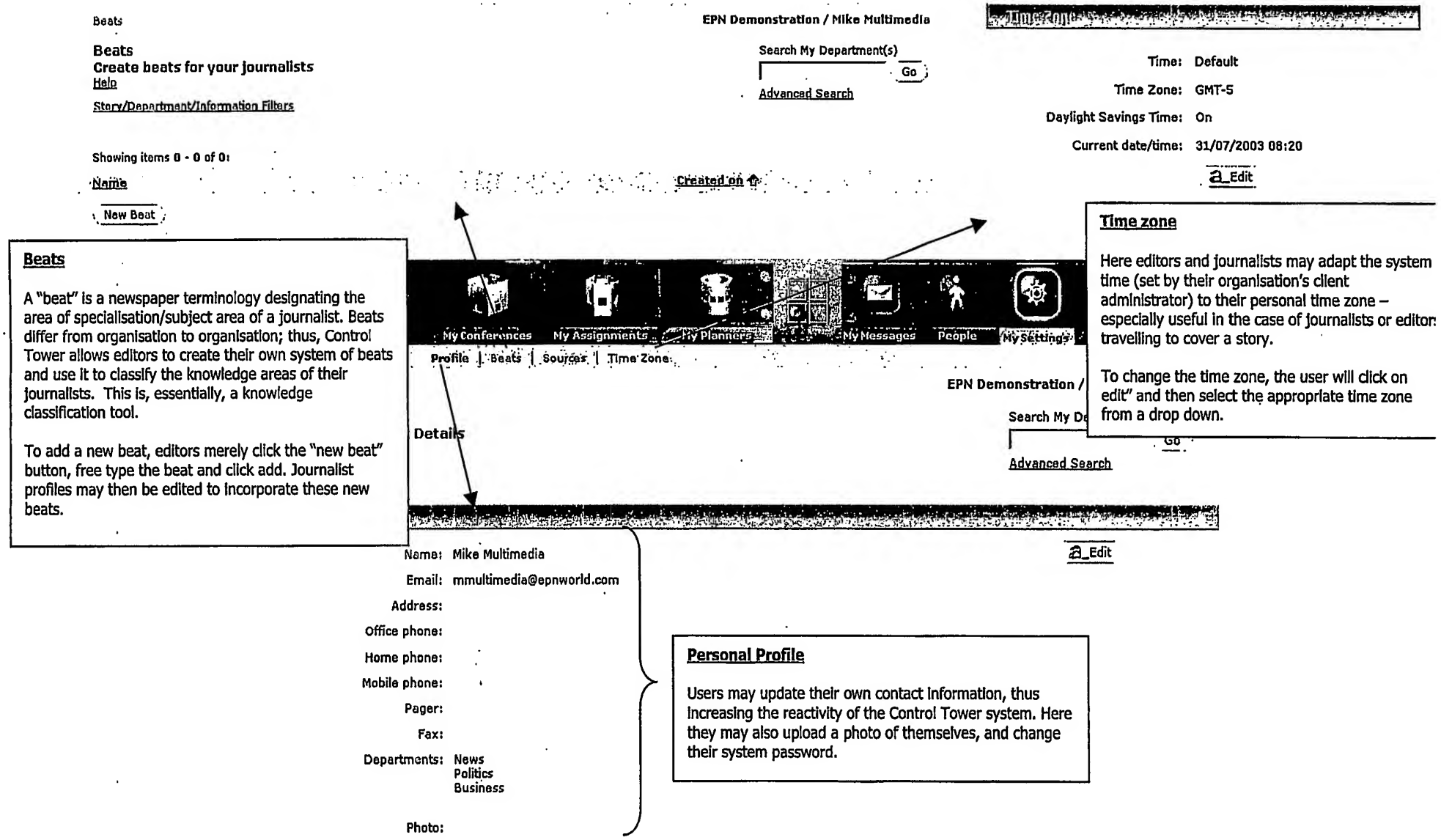


Source Tracker

The key word "Source Tracker" rapidly generates research leads by locating editorial contacts with relevant expertise.

My Settings

Allows users to customise Control Tower. This section includes the "personal profile", "beats" (only for editors), and time zone.



Beats

A "beat" is a newspaper terminology designating the area of specialisation/subject area of a journalist. Beats differ from organisation to organisation; thus, Control Tower allows editors to create their own system of beats and use it to classify the knowledge areas of their journalists. This is, essentially, a knowledge classification tool.

To add a new beat, editors merely click the "new beat" button, free type the beat and click add. Journalist profiles may then be edited to incorporate these new beats.

Time zone

Here editors and journalists may adapt the system time (set by their organisation's client administrator) to their personal time zone – especially useful in the case of journalists or editors travelling to cover a story.

To change the time zone, the user will click on edit" and then select the appropriate time zone from a drop down.

Personal Profile

Users may update their own contact information, thus increasing the reactivity of the Control Tower system. Here they may also upload a photo of themselves, and change their system password.

The following table summarizes Control Tower features:

Feature Type	Name	Description
Planner	All Planners	➢ Links and mouse rollovers let user view more detailed information for each assignment displayed on the planner ➢ Time views may be customised to include information by hour, day, week, month, or year ➢ Colour code for icons on the planners indicate the status of advancement for each assignment
	Cross Media Planner	➢ Displays planned programming/editions for each assignment in the CT system
	People Planner	➢ Displays the assignments, holidays and work related travel undertaken by the journalist
	Assignments Planner	➢ Displays current assignments occurring in particular departments with an indication of content format, media outlet and deadline
Filter	Story Tracker	➢ Tracks story coverage across all media outlets and content formats ➢ Manages story coverage as a comprehensive project ➢ Allows users to evaluate coverage given to a particular event
	Information Filters	➢ Available on all pages with an important amount of information ➢ Users may filter information according to personal requirements
	Department Overviews	➢ "Opens" and "closes" the Control Tower system to the rest of the newsroom ➢ Views on information from one specific department, multi-selected departments, all departments, or departments specific to the user ➢ Additional filter function so that users will only see their personal assignments, conferences, etc.
Online Conferencing	Conferences	➢ Collaborative editorial tool ➢ Editors set the day's agenda and journalists add story ideas and angles ➢ No limits on how far in advance an editor may schedule a conference
Shared Information	Assignment Details	➢ The « heart » of the Control Tower system ➢ Centralises essential information about an assignment including editorial brief, content format, journalist, deadline, media outlet, assignment related files/research, editorial contacts ➢ Links to further information deeper in the system so users have easy access to required info

Intranet Messaging	Messaging Folders	➢ Messaging folders organised by assignments ➢ Direct link between assignment details and related messages
	System address book	➢ Pop up address book containing all the users in the Control Tower system ➢ Able to choose one, several, or all users ➢ Creation of distribution lists by content format or department possible through quick filter feature
Customisable Settings	Personal Profile	➢ Users personal contact details, photos, and profile ➢ Editable at any time by the user, client admin, or system admin
	Time Zone	➢ Sets the system's time zone to match any user's geographical location
	Client Admin	➢ Tailors the Control Tower system to the media organisation ➢ Creates specific departments ➢ Creates work locations ➢ Sets the system time zone ➢ Creates users for the system ➢ Creates media outlet and programming schedule ➢ Controls "Time Out" settings ➢ Sets Auto-archive
	Beats	➢ Editors may create their own classification system to manage department journalists
Shared Database	Source Database	➢ Centralized database that allows users to share and record editorial contact information ➢ Links to assignment for which a particular contact was used
	Source Tracker	➢ Locate editorial contacts/experts in relation to a particular subject. ➢ Generates in-house leads
Personnel Management	People	➢ Links to contact information for all journalists in the system including: address, phone number, mobile number, e-mail ➢ Links to assignments specific to each journalist profile ➢ Information entered by the journalist in the "Journalist Availability Calendar" allows editors to view planned holidays and work related travel plans for each journalist
Other	Search	➢ General and advanced search function ➢ Look for keywords throughout the system including an archived and deleted item search ➢ Set specific search parameters: time, search area, department, system status
	Archiving	➢ Variable auto archiving settings set by the client administrator ➢ Manual archiving available ➢ All archives remain in the system and are, thus, always available to the users ➢ Able to "reactive" an archived (or deleted) item at any time

Additional Features

Module 1: Private/Public Calendar

Control Tower may incorporate an editorial events calendar. This calendar allows for newsroom management of events (local, national, international and classification by a customised system) in a shared editorial calendar, enable assignment creation around an event (for organising event coverage), and has printable views to create assignment sheets that users can take with them when covering an event (containing information such as location, event notes, person to contact, etc.). In addition, the calendar enables users to manage personal commitments (e.g. Personal deadlines, interviews, meetings, conferences, work related travel, holidays).

All personal information recorded in the calendar will be used to inform editors of journalist availability for an assignment. Note, however, that editors may or may not be able to access the event details depending on the level of access a journalist is willing to allow. The editor, will, however, be able to view that the journalist has a personal commitment/appointment that conflicts with the desired assignment time.

Users will be able to change the time views, filter the pages according to department, event type, and "owner" (i.e. the user who created/entered the event). Further, user will be able to print this information in the format of their choice. By clicking on the icon users can access the event details.

Module 2 : Schedule Module

An enhancement to the cross-media planner: the schedule module will enable users to manage programming schedules (i.e. the assignments slotted to run in a particular program) directly from the planning page. The development of this module will make it easier for users to plan editions and programs more globally than what currently exists.

Currently, users manage program schedules from an assignment level (entered in the media outlet section of the Assignment Details page). That is, users need to individually enter each assignment and indicate that a particular text assignment should run August 18, in Edition 1, and that a particular photo assignment should run August 18, in Edition 1. The process is long and tedious. This new module will make the process easier and more intuitive allowing users to manage information from the edition and program level so that users will be able to schedule numerous assignments for a particular edition all at once.

Essentially, the schedule module will allow users to create and modify schedules. Three components exchange information in this particular case: the assignments management module, the schedules module, and the cross-media planner.

Module 3: Integration of Freelance Sources & Rights Management

EPN was originally conceived as an online news and features agency. Launched in 2000, EPN built a web based editorial marketplace, correspondent.com and slowly assembled a network of top independent, journalists (currently numbering over 1000 in 75+ countries). This network constitutes a very powerful editorial resource, and is virtually unrivalled in its quality, diversity and size (by comparison Reuters has 1300 journalists).

The network grew slowly over a three-year period and was based on a model unlike other web-publishing services. All professional credentials of potential EPN journalists were thoroughly verified prior to membership ensuring that EPN journalists are among the best in the world. EPN will offer the painstakingly built network of over 1000 professional correspondents to users of the Control Tower system.

The freelance and rights management module will enable Control Tower users to integrate external freelancers and management of freelance content material directly into the Control Tower system. In addition, EPN will reactivate its network of over 1000 freelance journalists placed around the world and allow users to locate appropriate journalists; the Control tower system will manage the commissioning and negotiation process.

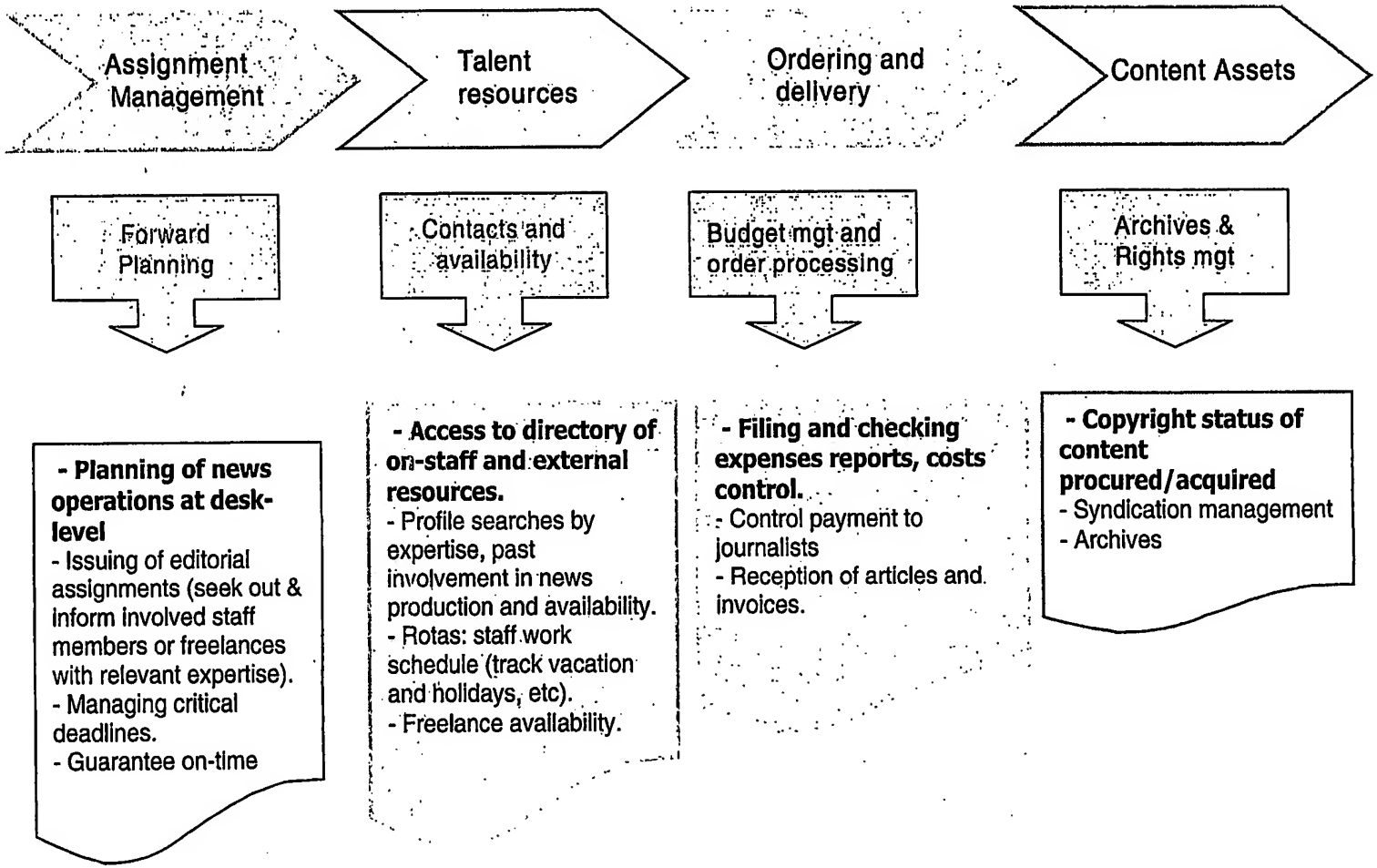
This module will incorporate several modules of the original correspondent.com to allow editors to view journalist profiles, commission articles from the journalists, manage the commissioning process, handle syndication and rights issues automatically (using the technology developed for correspondent.com). Editors will even be able to add their own list of freelancers to the system to manage all external sources in one place (i.e. EPN sources and the editor's personal freelance contacts).

This module will integrate several features based largely on existing correspondent.com functionalities:

- Filing & checking expenses reports etc.
- Control payment to external sources (i.e. freelance journalists)
- Reception of articles
- Access to directory of on-staff and external resources
- Profile searches by speciality, expertise and past involvement in news coverage, production, etc.
- Copyright status of content procured / acquired
- Syndication management

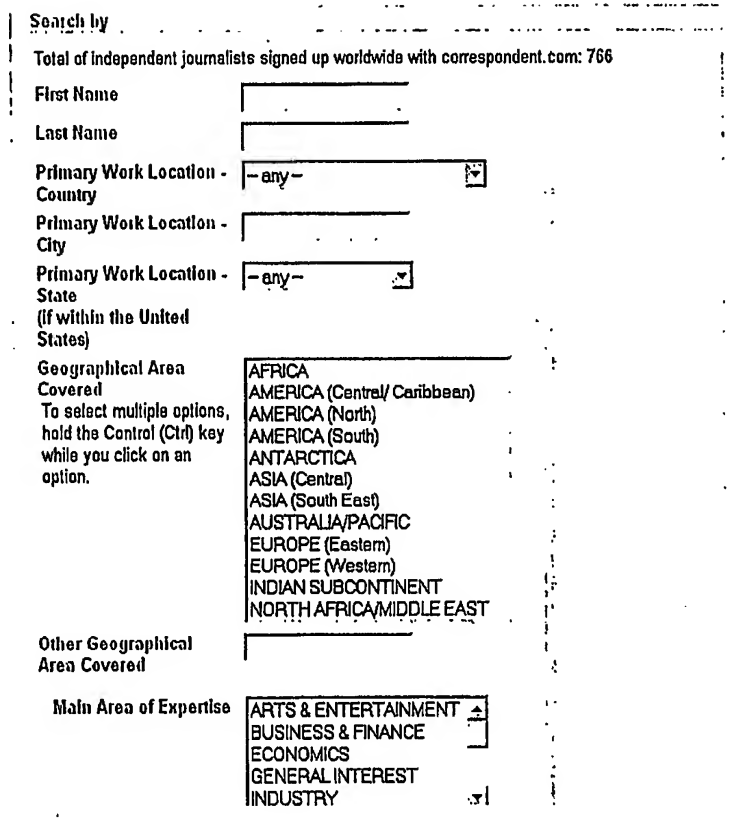
Figure 1.0: Freelance and Rights Management Module

The key features of the new module are summarized by the four major sections shown here: assignment management (intersects with the Control Tower system here), Talent Resources (i.e. EPN journalists and external sources), ordering and delivery (manages the negotiation process between editor and journalist as well as administrative details) and content assets (managing and archiving material, including copyright management, acquired from freelancers).



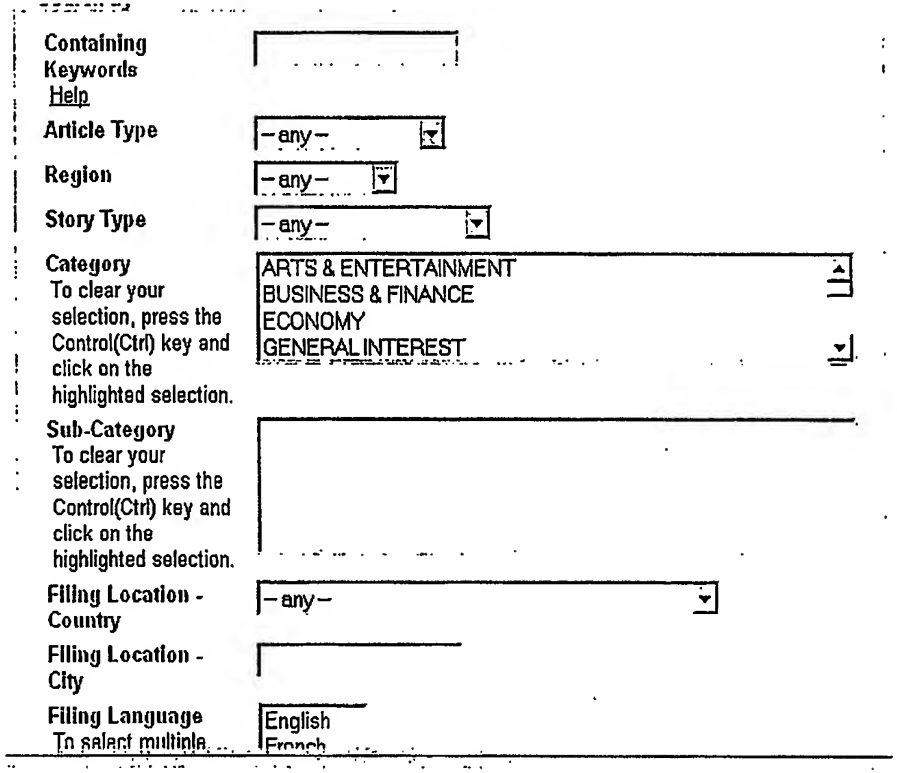
Correspondent.com plug in: Talents Data Base (Journalist Directory)

Correspondent.com has a Journalist Directory that would enable editors to EPN freelancers matching specific interests.



Correspondent.com plug in: Content Database content management system

Article management is also possible and will manage all articles/ photos acquired from freelance sources.



Assignments Management Feature (Journalists' Proposal)

Enter your specific events coverage needs and communicate the assignment to the most suitable resource.

Here are the full details of the proposal posted by a correspondent.com journalist.

Proposal Details

Description	Scottish Shellfish farming: (oysters, mussels and scallops), the issues surrounding it in late February, following the animals from their underwater habitat to the plate.
Start Date	21 Feb 2002
End Date	15 Mar 2002
Location	London, United Kingdom
Category	LIFESTYLE & LEISURE
Sub-Category	Adventure

Journalist Details

Louise Murray Text Journalist	View Profile Contact this journalist
Article Length Range	800 - 2000
Article Price Range	240.0 - 600.0
Delivery Date	20 Mar 2002
Other Info	photos available

Bi

Journalist Profile

Louise Murray	Text Journalist
Photo of Journalist (If provided)	
Primary Work Location	London, United Kingdom
Geographical Areas Covered	AUSTRALIA/PACIFIC ASIA (South East) Arctic,
Main Area of Expertise	GENERAL INTEREST / Wildlife;
Other Expertise	Popular Science/ Marine
Main Written Language	English
Other Working Languages	
CV	Specialising in the wilder aspects of the natural world, Louise's features and photos have been published around

Technical Requirements

General Overview

The Control Tower is based upon the latest Internet technologies and provides a highly flexible global newsroom workflow solution.

Powered by a light but powerful MySQL database running on Sun Solaris servers, the Control Tower can be accessed 24/7 across the world by any number of selected remote users as well as being highly available for a newsroom's internal staff.

Independent of the nuances of operating systems, the Control Tower will perform equally on both Macintoshes and Windows PCs, or a mixture of the two.

All CT modules are written using PHP 4.2, and the Graphical User Interface utilises CSS and HTML 4.0.

Access to the system is provided by logon and password using your favourite Internet browser (min required IE 4, Netscape 4.xx). Additional security can be gained from local installations, firewall configurations and the use of SSL technology.

It will, of course, be appreciated by the skilled person that Control Tower may be created using any other suitable software/programming languages.

Recommended Server Configuration

A server configuration suitable for the CT application would be a server with:

Processor: Intel Pentium Processor at 1GHz or higher
Memory: 512MB or more
Hard Drive Configuration: Redundancy Drives (which would ensure reliability in case of hardware failure of some of the hard drives). Additional Power Supply would increase the server reliability.
Operating System: Linux

Diagram 1.0: Control Tower Server and Database

The Control Tower application may be deployed in one of two ways: residing on servers maintained by EPN and accessed via the Internet by users at the client organisation, or deployed locally at the client's site to run on the client's LAN/WAN infrastructure. In both scenarios remote users with proper security authorisation will be able to access the system.

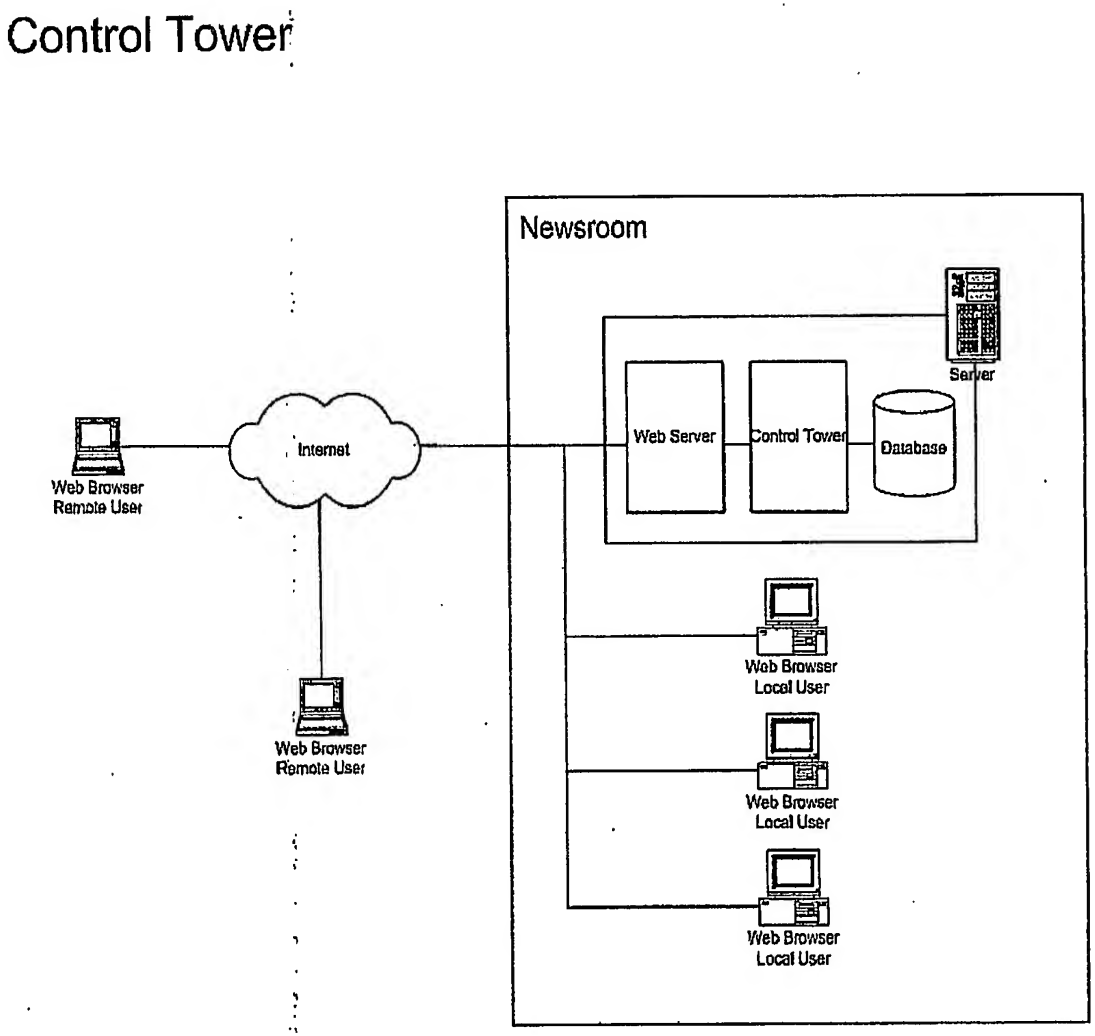
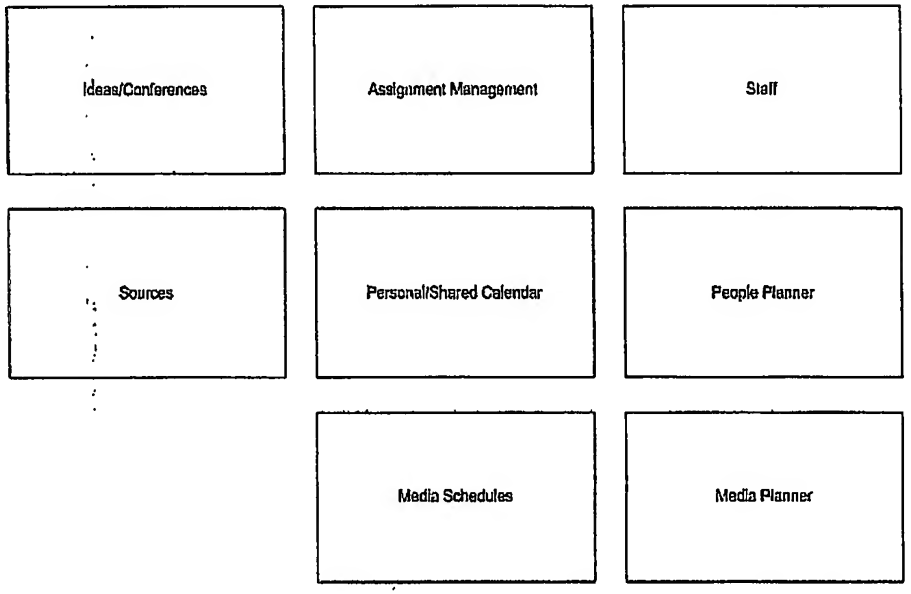


Diagram 2.0: Control Tower Core Functionality v4.0

An embodiment of the Control Tower system may be broken down into 8 interconnected modules, described in the diagram below.

x

Control Tower
General Functional Diagram



Ideas/Conferences – Story development and editorial conferencing module

Provides on online chat room, which is a slightly more flexible version of Control Tower's existing Conferences feature. Both editors and journalists will be able to open discussions to selected users, entire departments, or the entire newsroom, and users will have the ability to keep ideas private, enabling them to upload research web links, files, notes, etc. before opening the idea up.

Source Database – Contact management and knowledge asset creation

Provides a contact database that may be linked with assignments, events, or ideas. Users may add notes about the source.

Assignment Management – content creation and production monitoring

This module allows for the creation of assignments and allows users to share essential assignment details

Staff – shared database

A centralised repository including staff contact details and areas of specialty allows users to quickly locate key information.

People Planner – resource allocation planning

Provides an overview on journalist workload (i.e. number of assignments) and availability (i.e. Whether they have another commitment that prevents them from covering a story).

Note: Editors are referred to the people planner when assigning journalists to a story

Personal/Shared Calendar - Time management and editorial forward planning feature.

Allows for newsroom and personal management of events (local, national, international and classification by a customised system, as well as personal deadlines, interviews, meetings, conferences, work related travel, holidays).

Media Schedule - edition/program management

The schedule module will enable users to manage programming schedules globally directly from the planning page.

Media Planner – media schedule interface

Provides play lists and story budgets for different media outlets.

Diagram 3.0: Control Tower Modules v4.0

The connections between Control Tower's interconnected modules are described in the diagram below.

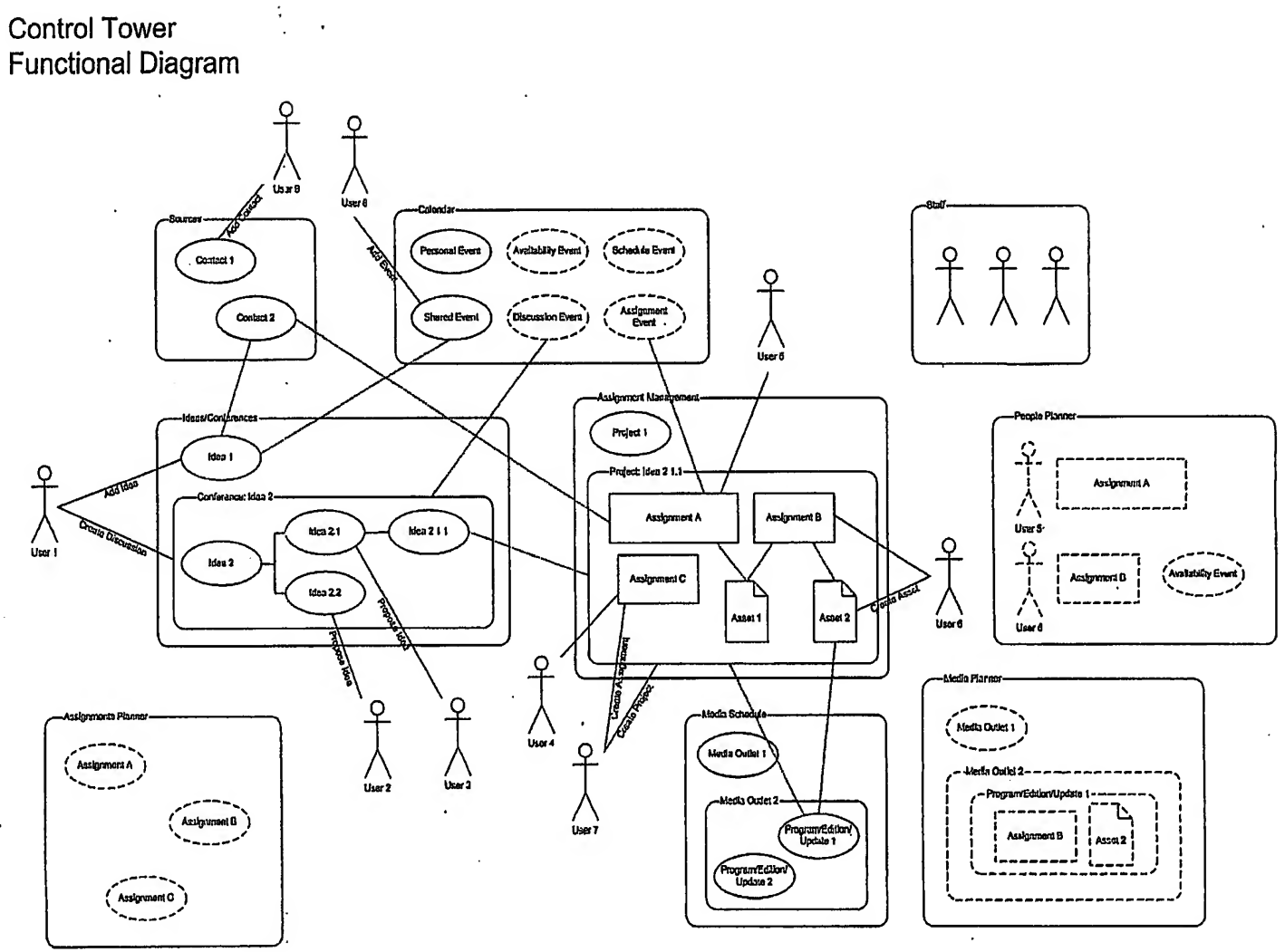


Diagram 4.0: Online Conferencing

In the conference section of the Control Tower site, an editor or chief editor creates a conference. All users in the system may view the conference and add angles (except copy editors). Once angles have been added to the conference, an editor may create a new assignment out of an angle, and view all assignments previously created and related to an angle. Note: this module may be changing slightly to incorporate personal idea development and also to allow journalists to pitch ideas to editors.

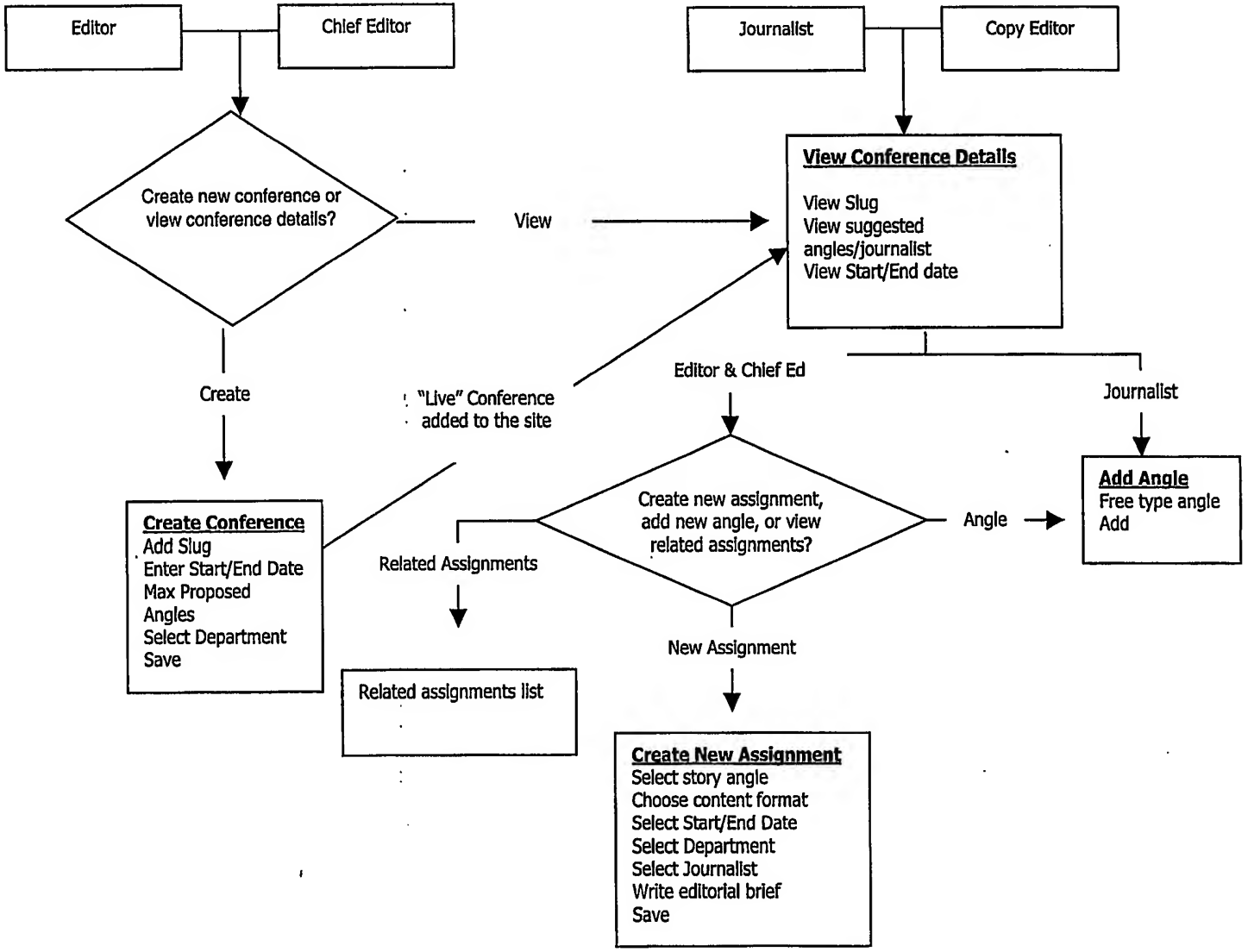


Diagram 5.0: Assignment Creation

The creation of new assignments is a collaborative process involving actions on behalf of both the assigning editor and the assigned journalist. The editor creates the assignment; the journalist must confirm that they accept the assignment. In the event that a journalist rejects an assignment, the editor is informed via instant messaging and may reassign the story to another journalist, edit the assignment details, or delete the assignment.

Note: Editors have two ways of creating assignment: from the conferences page and from the assignments page. The processes are almost identical except for the fact that an editor will have to manually enter the assignment slug and angle him/herself if creating an assignment from the assignments pages. In other words, when creating an assignment from a conference, the slug and angle are entered automatically by the system (based on the conference and angle the editor chooses) and when creating an assignment from the Assignments page the editor must enter the information him/herself.

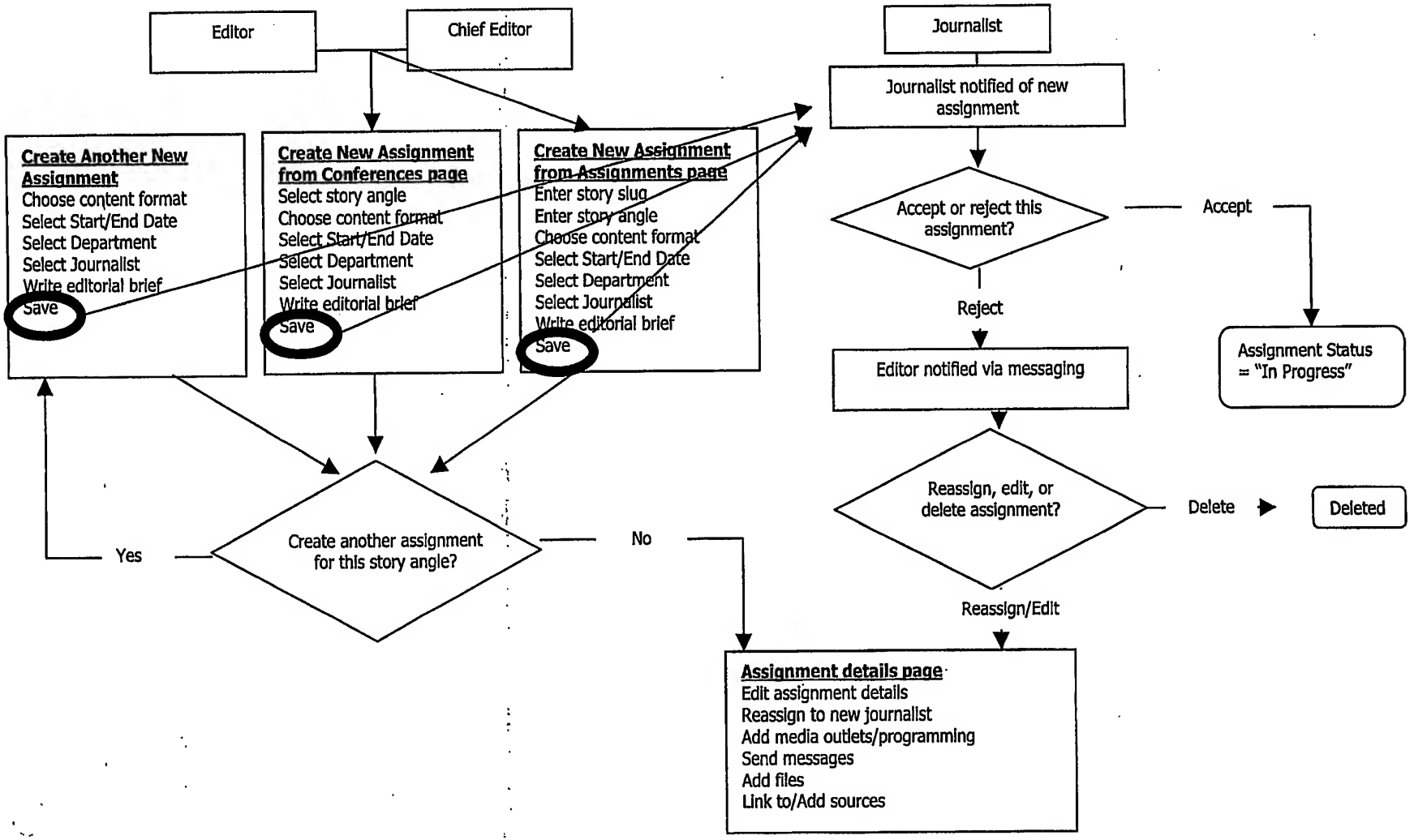


Diagram 6.0: Creating new user identities

The client administration part of the Control Tower customises the application to the client organisation and minimises the risk of data entry error. As such, it requires that certain information (work locations and newsroom departments) be entered into the system by the Client Administrator. This information is then "referred" to when updating user identities and when creating new users; this centralisation of data ensures that user profiles are automatically updated when changes are necessary and the uniformity of data ensures that fields in the system are entirely searchable.

Note: When the client administrator changes the title of a department or a work location, all users linked to the former department/work location will be automatically updated. For instance, if the News department changes name to News and Politics, all users currently in the News Department will be switched into the News and Politics. Equally, when a department or work location is deleted, the department/work location is automatically removed from all users' profiles.

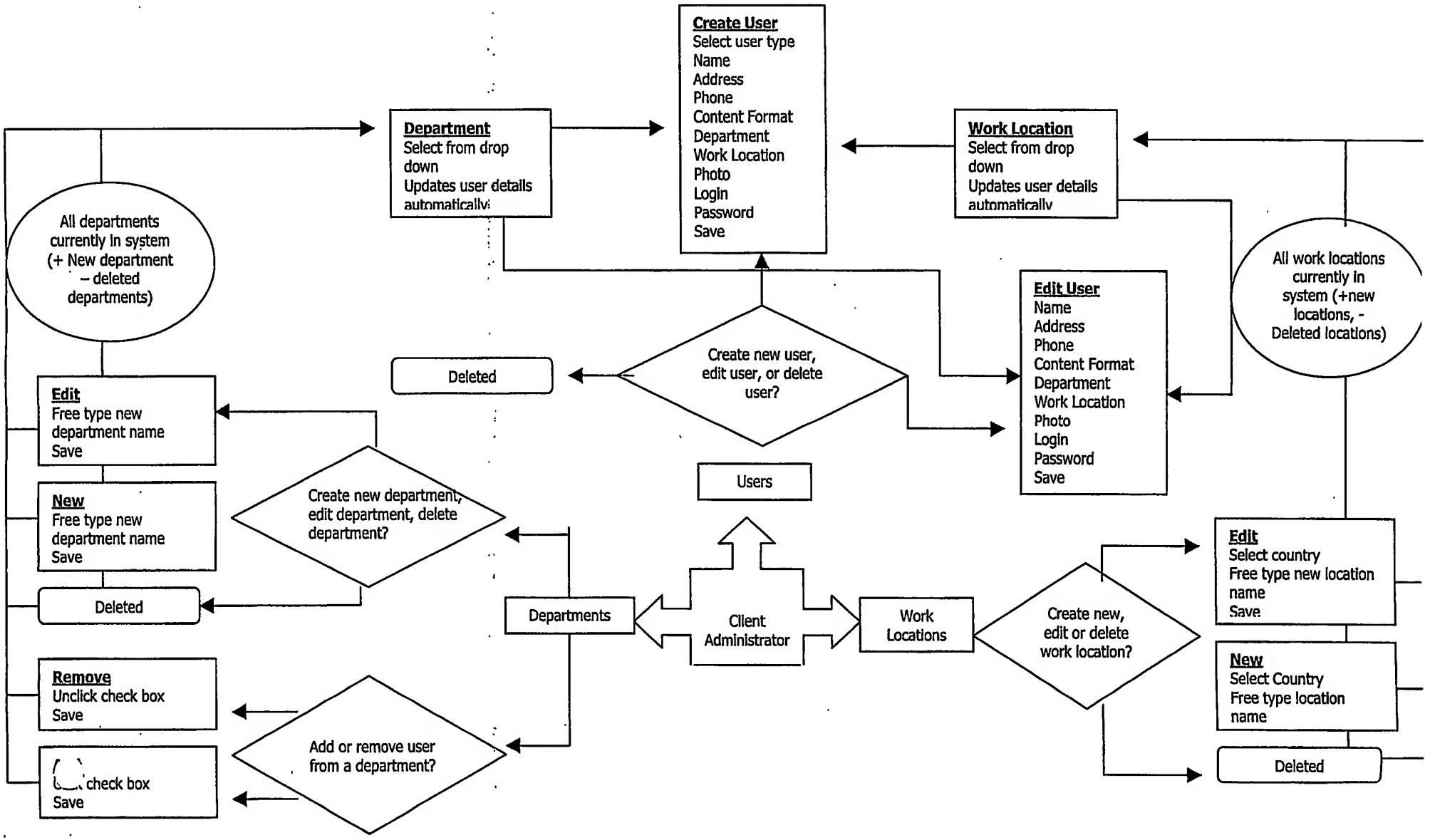
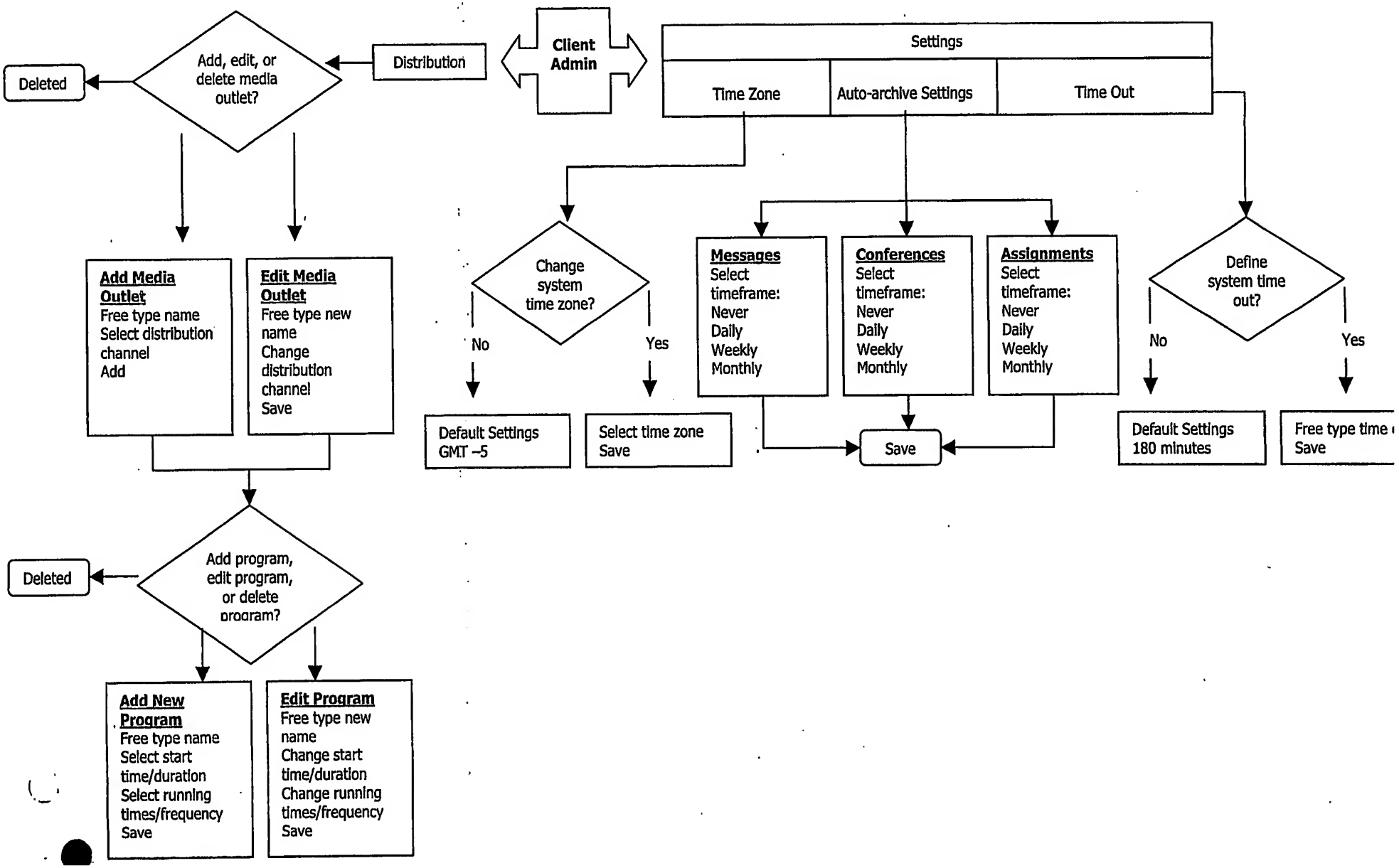


Diagram 7.0: Customising the Control Tower System

The Client Administrator customises system settings and enters all programming and media outlet information into the system. The media outlet and programming information appear in the assignment details and on the cross media planner. The auto-archive settings determine the frequency that the system automatically archives items that are no longer considered "live", the "time out" determines the length of time that the system may be sitting dormant before the user must log in again, and the time zone determines the system time settings.



Competitor Analysis: Preproduction/Content Management Systems

Newsroom management/software systems may be broken into four main categories: production applications (those dealing with pagination [i.e. newspapers], program line-up and diffusion [i.e. broadcast], etc.), content management applications (those that track the flow of digital content – usually specific to a particular media format - throughout the system), archiving systems, and preproduction/workflow management.

Control Tower falls within the preproduction/workflow category. In comparison to other editorial systems, Control Tower is positioned earlier in the editorial value chain and thus provides planning, workflow management, and resource overviews for a variety of media format.

Identified competition

Net Linx: NxNews

NxNews is an enhanced Lotus Domino soft reformatted as an editorial management tool for Newsrooms. NxNews provides workflow tools such as Desks, Baskets, site-definable routing tables and the ability to capture often-used functions to assign them to a menu bar. An Editorial Agenda Manager, Free-text searching linked to NxNews databases and a wire database are also provided.

Integrated XML Element Tagging tool functionality allows tagged elements (headlines and text) to be transferred to systems that understand XML tagging scheme (pagination systems). The product is browser enabled and remote accessible.

Unisys: Hermes

Hermes manages content, presentation and workflow. It covers six keys areas:

- **Idea Proposals** - allows correspondents and contributors to share ideas freely.
- **Assignment Management** - gives the media organization a one-stop shop where users can review individual and group assignments at a glance.
- **Project Management** - a project is matched to a subject story or a particular event, about which the Editor has decided to do some work.
- **Event Manager** - provides a flexible system of alarms that give people advance notice and critical dates and deadlines.
- **Resource Management** – should be used to monitor the use of both physical and human resources. (Note: this feature is for upgrade and appears conceptually in a Unisys White Paper, entitled "title" published 2003)

Management Reporting - reporting, overtime, the information gathered using the Cross Media Planning tool can be reported In several formats.
Hermes contains also a variety of design, editing and content sharing tools.

EidosMedia: Methode

Methode provides integrated workflow management and XML-based publishing systems. The product allows cross channel publishing, feeding tailored content for Web servers, print systems and broadcast TV. It also streamlines and automates the repackaging and repurposing for delivery through diverse distribution channels.

NewsEngin Inc: My Newsengin

The focus of NewsEngin is to help newsrooms deploy smart tools to gather and publish the news.

My NewsEngin provides newsrooms with customisable workflow, from inception to publication for all editorial material (stories, photos and graphics). It provides also a destination neutral database from which the newsrooms can publish directly to newsprint, the Web or handled devices. Optionally a module can integrate QuarkXpress for pagination. A Source Tracker that allows users to share selected sources across the newsroom is available.

Tera: GN3

Tera has been providing technical innovations within the publishing industry for over a decade.

GN3 is Tera publishing system. The product is based on a data centric design; data are accessed through a central database. A remote access is also available. GN3 provides an integrated archive system. A layering feature divides pages into virtual layers. Each GN3 page can 'share' common editorial components and have unique edition based areas for localised advertisements and editorial.

CCI: Newsgate

CCI NewsGate focuses on optimising the creation and management processes for content throughout the entire news publishing life cycle and value chain.

CCI facilitates the co-ordination of the entire publishing process. It incorporates "multiple channels" and enables content management. A human resources feature increases the mobility of news gatherers and the use of people and information across all platforms improves staff efficiency.

Protec: Millennium Cross Media

Millennium is an open, modular and integrated environment for the management and production of publishing and advertising contents. Millennium proposes a suite of modules for Management, Organization, Design, Editing and production of editorial material.

Summary of Competitors

The following chart compares Control Tower's functionalities with the competition. It highlights the differences between CT intrinsic characteristics and competitors' similar functionalities.

Control Tower		Main Competitors				
CT feature type & functionalities	**Name**	**NetLinx - Nx News**	**Unisys - Hermes**	**EidosMedia - Méthode**	**News Engine**	**Tera - GN3**
MEDIA NEUTRAL	Print	X	X	X	X	X
	Web	X	X	X	X	X
	Radio					
	TV	X		X		
	Wireless		X	X	X	
PLANNER	All Planners					
	Cross Media Planner		X	X		X
	People Planner	X	X		X	
	Assignments Planner	X	X	X	X	
FILTER	Story Tracker		X	X	X	X
	Information Filters	X		X	X	
	Department Overviews		X	X	X	X
MESSAGING & CONFERENCING TOOLS	Online Conferencing		X		X	
	Intranet Messaging	X	X	X		X
SHARED INFORMATION	Assignment Details		X	X		

CT feature type & functionalities	Name	NetLinx - Nx News	Unisys - Hermes	EidosMedia - Méthode	News Engine	Tera - GN3
CUSTOMISABLE SETTINGS	Personal Profile					
	Time Zone					
	Client Admin	X	X	X	X	
	Beats					
SHARED DATABASE	Source Database			X	X	
	Source Tracker			X	X	X
PERSONNEL MANAGEMENT	People	X	X			
OTHER	Search	X	X	X	X	X
	Archiving			X	X	X
HOSTING	Server based	X	X	X	X	X
	Browser Enabled	X	X	X	X	X

The following chart summarises the strengths and lacks in competitor products:

Comparative Analysis: Strengths/Weaknesses					
	NetLinx - Nx News	**Unisys - Hermes**	**EidosMedia - Méthode**	**News Engine**	**Tera - GN3**
Additional Features provided by competitors	News Calendar / Events Manager Assignments alert by pagers, mobiles, PDA Often used functions	Syndicated content exchange Receives wire stories and photos Production & Post-Production tools integrated News planner / Event calendar Reporting Module	Uses XML system Pagination soft integrated Tracking modules Automates reuse	Integrates Pagination tools Photo tracker Graphic Tracker Quark compatible editorial front end Agenda Story budget	Integrate Picture de Layering tools Developed in XML
Strengths	Built on powerful Lotus Domino System Easy and quick to install	Cover the whole value chain Into editorial soft since '74	Scalability Pre & Post Production tool Uses SclumbergerSema as integrator	Reliable / Complete solution Price Works with well established publications (Boston globe group)	Ease of installation. Scalable Low cost maintenan Integrates 3rd party components
Weaknesses	Does not cover Radio and Wireless medium No cross media planner / general overview	Install implies adapting the entire P° system Investment involved Advanced prototype stage	Takes months to install and integrate Still in development 5 years to show significant cost reduction Preliminary investment	Interface not user friendly	Designed for Print a web only No human resource tools provided
CT Comparative Ad	NxNews designed for Web and Print CT is media neutral CT provides a "shared database" -Time and resources key factors of success-	Pre-Production point of view: CT provides a comparative range of functionalities but at a significantly lower cost. Ease of installation Ready to use Significant results within a short period of time	Ease of installation / Ready to use Human Resources management tool Simplicity Cost	CT provides human resources management features CT has all Nx features plus more, included in a single product,	CT integrates Huma resource manageme tools Provides a Source database

Advantages of Control Tower

The previously described systems providing editorial content management solutions for newsroom show a certain number of disadvantages. Some of them, as NxNews or GN3, have been designed as bi-media tool, handling Print and Web medium and forsaking TV, radio and Wireless medium. They cannot be considered as "total" cross-media solution as they cover only a part of a global converging strategy.

Moreover, Hermes, Methode or Newsgate solutions are difficult, expensive and time consuming to implement and integrate. Such solutions are addressed to a specific segment of the industry: the major Media groups which have the resources to support investments in terms of finance, time and personnel. In addition most media companies are feeling the effects of an advertising revenues drop down. Thus, many companies are looking for inexpensive and ready to use solutions. Products as Hermes, Methode and Newsgate take months to install and years to show significant cost reduction.

A company like NewsEngin provides an interesting, flexible solution. Yet, the general functionality of the product suffers a poor interface, and an unfriendly working environment. Control Tower is a totally media independent, inexpensive and ready to use solution, built into an intuitive and user-friendly interface.

Simplicity of use is the defining characteristic of Control Tower. The concept guiding this newsroom management tool – that opening communication lines in the newsroom is fundamental to success is today's changing market – is basic. Yet other newsroom systems fail to incorporate this basic principle and the result is disparate production teams, production systems, and general disorganisation in the newsroom.

Control Tower breaks converging newsrooms down into basic, desk level (i.e. departments) units organised not around media type but around subject area (e.g. News, politics, etc). In addition, Control Tower operates independently of media-specific production systems and thus can track the flow of information throughout the newsroom in any content format. The combination of these two factors is a "quiet revolution" for the newsroom. Where the news industry has tended to separate different media formats as distinctly different professions (working for a newspaper is remarkably different than working for a television station, for instance), Control Tower helps to bridge these divides and help newsrooms truly "converge" while working more efficiently.

Control Tower offers a solution to manage a media-independent workflow, human resources and assignments. It is positioned earlier in the editorial value chain, which allows it to respond to the changing demands of newsrooms: demands that are becoming much more cultural rather than technological.

Main Points

- Media-Independent
- Preproduction workflow management
- Multimedia output overviews and department overviews
- Editorial communication support
- Knowledge Sharing: Source Database and tracker
- File linking system

Media Independent

Owing to the fact that the production process behind different media – preparing for television broadcast vs. preparing a printed product - other editorial systems on the market specialise in one or two (generally newspaper and web) media type.

Competitors such as Nx News, Unisys or EidosMedia, for instance, integrate pagination solutions to cover an additional stage in the production process. In doing so, they offer a formatted solution for a specific medium such as print or web, consequently restricting usage to a specific media format.

CCI Newsgate, whose product is currently in prototype, plans to offer a fully integrated system that can support all media format for any platform distribution. However, it still remains a prototype, and as far as it has been revealed, CCI Newsgate has only be implemented into Print and Web medium.

This is not the case with Control Tower. Based on the idea that a converged newsroom needs enhanced editorial cooperation in order to make the best of newsroom resources, Control Tower manages the flow of information, programming schedules and edition deadline, and plans for output in any media type. Control Tower does manage content directly – instead it tracks newsroom files allowing the production teams to view the scheduled programming times, access the digital version of the product and prepare for final diffusion.

Pre-production Workflow Management

Control Tower positions itself much earlier in the editorial value chain than other newsroom systems. Control Tower deals with the development of story ideas and the allocation of newsroom resources.

Collaborative features such as online conferencing permit editors to invite story angles and ideas from all journalists in the newsroom so that no story angle goes unexplored. Assignment details including editorial brief, content format, assigned journalist, messages, and files are centralised in one place so that all users are working from the same "page". Journalists and editors can upload research and interview notes into the system in order to ensure that important information does not go astray.

In the Control Tower system, personnel management plays an integral part of the preproduction process. Journalists are the core content creators. Not only allowing users to control more efficiently their workflow, and suggest ideas for story coverage, Control Tower provides a powerful tool to manage the work force. CT helps you to plan what you want, and tells you how best to get it.

Méthode, GN3 or *News Engin* offer a solution based on the flow of information relative to the "content" creation, they are highly focused on the material but not on the human resource.

CT does not only give you the tools to organize better your content planning, it also gives you the ability to point out accurately who is the most qualified journalist for the job and the ability to check an exhaustive source of relevant personal information related to the journalist, availability, contact details, etc. No such merger of both content and human resources has been identified in other vendors' systems.

In addition, users may create or edit their personal contact details, photos or general profile gaining greater control over their user identities in the system, and also ensuring a greater reactivity to changes in personal details. Such functionality has not been identified in any of the main newsroom systems.

Multimedia/Department Overviews

Control Tower planners give overviews of entire newsroom's multimedia output across all/selected/individual media platforms. Because Control Tower has been designed to create story concepts and track assignment progress in a media-neutral environment, this workflow management system gives all users a synopsis of all newsroom activity regardless of distribution platform.

Department overviews allow the user to "open" or "close" the Control Tower system to other departments in the newsroom. The user may select to see information from one specific department, multi-selected departments, all departments, or departments specific to the user. An additional filter ensures that users can choose to see only those assignments, conferences, etc. specific to him/her. This feature enables any user the ability to see what is occurring elsewhere in the newsroom and shift the information view on any page he/she is viewing.

Story Trackers

The story tracker feature within Control Tower allows users to track story coverage across all media outlets and content formats. Story coverage is thus managed as a comprehensive "project" and users can easily evaluate coverage given to a particular event across all media outlets.

This feature works by classifying assignments by "slugs" (a newspaper term for the designated "nickname" of newsroom assignments). This classification system groups similar assignments together under the same slug, even if the story angle is quite different. In this way, a user may follow the evolution of story/event coverage across different outlets simply by selecting a viewing a particular "slug".

Editorial communication support

Control Tower starts with this basic principle: communication is at the heart of the newsroom. Where other systems follow assignments throughout production systems, Control Tower positions itself much higher in the editorial value chain and starts with the very creation of the story idea and follows as it moves towards final distribution.

In order to be effective Control Tower relies upon collaborative technology to improve communication in the newsroom. Online conferencing ensures that everyone has access to the day's editorial agenda, instant messaging ensures that editors and journalists may be in constant communication even remotely, and centralised assignment briefs allows all users to tap into the collective output of the media organisation.

Source Tracker

Some products (NewsEngin, GN3, Méthode...) competing on the Editorial content management market provide a reuse of content through archiving and classification options. CT allows, in addition to efficient archiving options, to build, reuse and share in-house knowledge. Control Tower's "Source Database" and the "Source Tracker" features offer a centralized database that allows users to share and record editorial contact information, or locate quickly editorial contacts/experts in relation to a particular subject.

The source database takes on a whole dimension within a cross-media organization, where a synergy of all different media sources centralized into one in-house database is going to be created, fed and updated by individuals from a variety of disciplines.

Control Tower's source tracker, on the other hand, locates editorial contacts/experts in relation to a particular subject allowing users to generate "in-house" leads. Unlike other editorial databases, however, this is a database that is continually updated and added to by the organisation's own employees. The source tracker allows users to search for sources in relation to assignment key word.

To use this feature, the user enters a keyword into the source tracker. The tracker then searches through all relevant assignments that exist within the system and presents the user with a list of all assignments relevant to their query. The user selects particular/all assignments and clicks on "View Sources". Here he/she is presented with a list of all relevant sources with an expertise in the required subject area.

The following table summarises the unique, advantageous features of Control Tower:

Feature	Other Similar Systems	Control Tower
Media Independent	Tailored to one or two media types	➢ Manages the flow of information in the newsroom regardless of the final destination
Preproduction workflow management	Manages the production workflow i.e. the interaction between production system Deal with content rather than resource allocation	➢ Aids users create and elaborate on story ideas ➢ Manages the preproduction workflow ➢ Human resource management
Multimedia Overviews	Does not exist in other systems because other systems are designed for only one or two media platforms	➢ Cross Media planner shows planned assignments for each program/edition
Department overviews	May have other ways of enabling department information sharing	➢ A simple filtering system others users to "open" or "close" the CT system to the rest of the newsroom ➢ They may view just personal items, personal departments, multi-select individual departments, or see activity in all departments
Story Trackers	May have other ways of enabling story tracking	➢ Tracks stories by "slug" to allow users to manage multimedia story coverage as a comprehensive "project" and to evaluate coverage given to a particular event/subject area
Source Tracker	May have other knowledge classification schemes	➢ Searches for sources by assignment keyword and generates a list of sources related to relevant assignments existing in the CT system

Summary

Control Tower is unparalleled by any newsroom system because of its unique position in the editorial value chain and because it is a media neutral management tool that allows media organisations to prepare for coming multimedia news operations.

Control Tower differs from other solutions by providing all essential tools from the sharing of ideas, to the assignment organization and progress monitoring, with necessary research and classification of sources and story features, and efficient overview windows to manage human resources and the content flow in a cross-media environment. All these tools are essential to this early stage of the editorial production value chain, and CT regrouped them into a unique user friendly, intuitive and ready to use interface.

In comparison, competitors such as NewsEngin or Protec, CT considers that knowledge management, human resource overviews and collaboration cannot be dissociated from the content creation process. Managing your journalists, your creative tool, cannot be considered as an optional module. Differentiating itself from Hermes or Methode solutions, CT integrates all the different but necessary tools in order to achieve efficiently the pre-production process, but does not intend to integrate any other part of the editorial value chain to the detriment of a media or another.

The centralisation of information, such as new sources and staff contacts, avoids duplication of data entry and allows the newsroom to generate powerful knowledge assets useful in creating future assignments. Constant, automatic monitoring of newsroom activity provides updates on story progress; human resource overviews provide editors with the information they need to make informed editorial decisions about story assignment.

Control Tower has been designed in consultation with industry experts to mirror the traditional editorial process: gathering and organising story ideas, assigning stories to appropriate journalists, and tracking deadlines. Control Tower is an essential part of any newsroom. This powerful management tool is a step above traditional production systems; it manages the flow of information between newsroom participants, production teams, and media outlets unlike any other newsroom computer application currently on the market.

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